



Town of Newmarket  
2015 Master Plan Visioning  
Public Input

APPENDIX B

Prepared by Strafford Regional Planning Commission

July 1, 2015

# Contents

- I. Forum 1 Polling Exercise** Page 3  
April 18, 2015

Participants were polled during Forum 1 using Turning Point software. The polling exercise consisted of 13 multiple choice questions. Thirty-one individuals participated in the polling exercise.

- II. Forum 1 SWOT Analysis** Page 10  
April 18, 2015  
Strengths, Weaknesses, Opportunities, and Threats

Participants were asked to identify strengths, weaknesses, opportunities, and threats associated with eight key planning areas. The eight key planning areas included: sustainable development and land use; community services and facilities; housing and demographics; economic vitality; transportation system; recreational, cultural, and historic resources; natural resources and environment; and leadership, volunteerism, and engagement. Thirty-two residents participated in the SWOT discussions.

- III. Survey Results** Page 18  
April 21 – May 8, 2015

The survey was developed to provide the opportunity for public input and to reach residents who did not attend Forum 1. The survey consisted of 18 questions, including four open response questions. The survey was intended as an online survey and was available through the Town's website. Hard copies were available in Town Hall. Four hundred individuals filled out the survey.

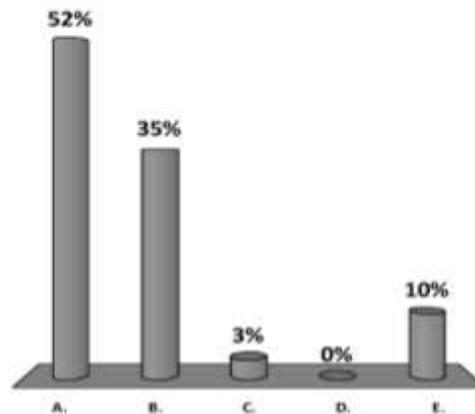
- IV. Forum 2 Visionary Statements and Strategies** Page 57  
June 16, 2015

Participants were asked to brainstorm and share visionary statements for each of the eight key planning areas in small groups. Following, all participants identified short and long term strategies to realize their visions. Nineteen residents participated in the activity.

*In the previous Master Plan, you said Newmarket should: "support quality thoughtful development that preserves our natural resources and enhances the aesthetics of Newmarket while creating a long term tax base"*

*How strongly do you agree with this?*

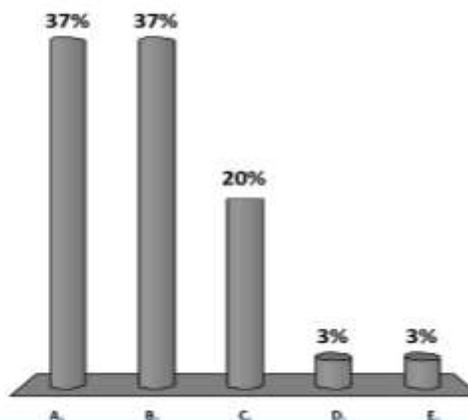
- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly disagree



*In the previous Master Plan, you said that Newmarket should be: "a community that works closely with UNH in the areas of research and development and support of the academic community"*

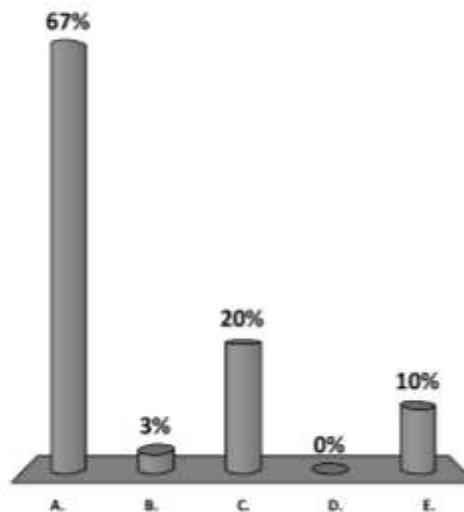
*How strongly do you agree with this?*

- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly disagree



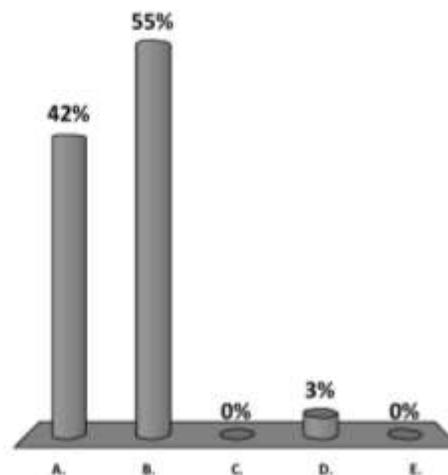
*Newmarket should encourage the following types of the development in the downtown area:*

- A. Mixed use
- B. Residential
- C. Commercial
- D. Industrial
- E. All of the above
- F. None of the above



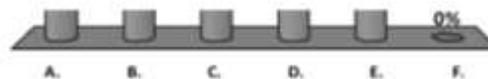
*In your opinion, how affordable is housing in Newmarket?*

- A. Very affordable
- B. Somewhat affordable
- C. Not affordable at all
- D. Don't know



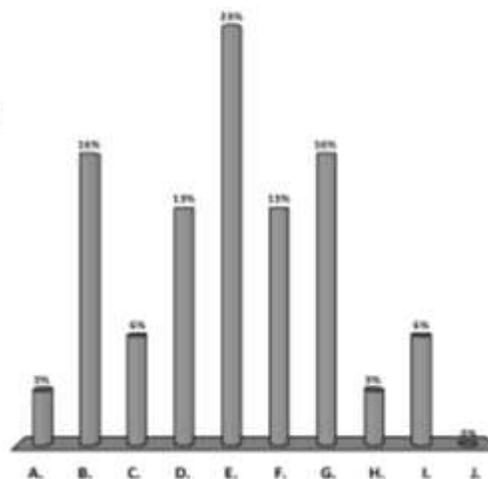
## Where would you like future development to occur in Newmarket?

- A. Along Route 152 west
- B. Along Route 108 in the south
- C. Along Route 108 in the north
- D. Downtown only
- E. Other
- F. None of the above



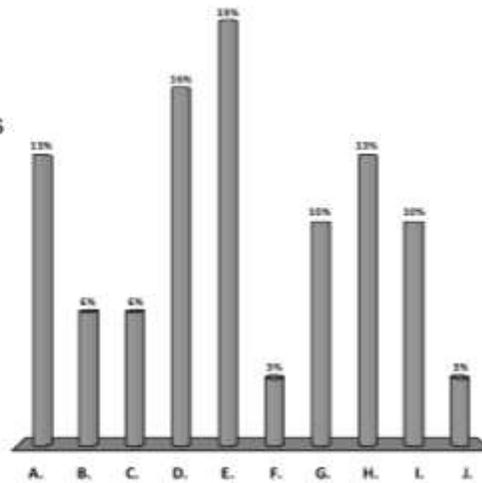
## Which of the following is most important to have in your town? (Choice 1 of 2)

- A. Medical offices and healthcare facilities
- B. Grocery stores
- C. Restaurants
- D. Small businesses and retail stores
- E. Quality schools
- F. Job opportunities within close proximity to town
- G. Farms, farm stands, and related agriculture businesses
- H. Cultural and recreational facilities
- I. Destinations within safe walking distance
- J. Public transportation



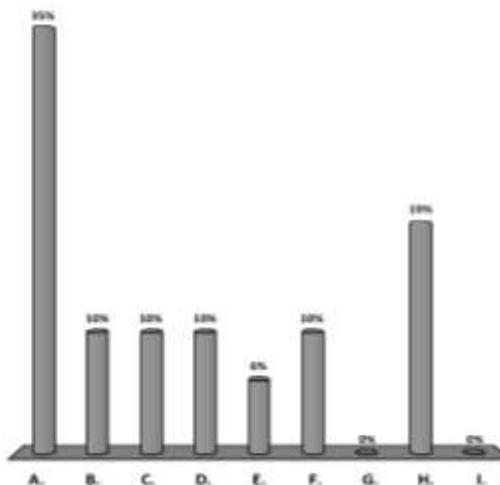
*Which of the following is most important to have in your town? (Choice 2 of 2)*

- A. Medical offices and healthcare facilities
- B. Grocery stores
- C. Restaurants
- D. Small businesses and retail stores
- E. Quality schools
- F. Job opportunities within close proximity to town
- G. Farms, farm stands, and related agriculture businesses
- H. Cultural and recreational facilities
- I. Destinations within safe walking distance
- J. Public transportation



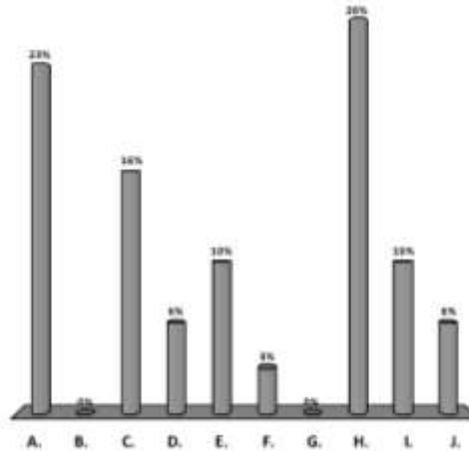
*Which of the following would you place the highest priority on in Newmarket over the next 10 years?*

- A. Protecting drinking water supplies
- B. Water quality protection for recreation
- C. Aquatic and marine habitat protection
- D. Protecting and enhancing access to recreational land and open space
- E. Forest and wildlife habitat protection
- F. Conservation and protection of agricultural and other sensitive land
- G. Protecting air quality
- H. Management of shore land and waterfront development



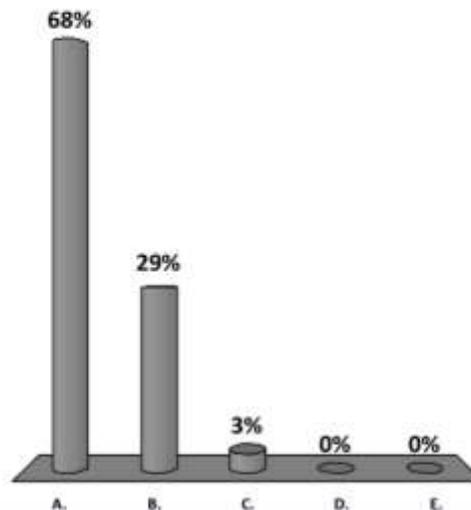
*Which of the following types of new residential development would you like to see in your town?*

- A. Single-family detached housing
- B. Apartment buildings
- C. Accessory apartments such as in-law apartments
- D. Townhouses
- E. Clusters of single-family homes
- F. Attached homes such as duplexes and tri-plexes
- G. Manufactured housing
- H. Housing for adults over 55 years old
- I. Assisted living facilities
- J. None



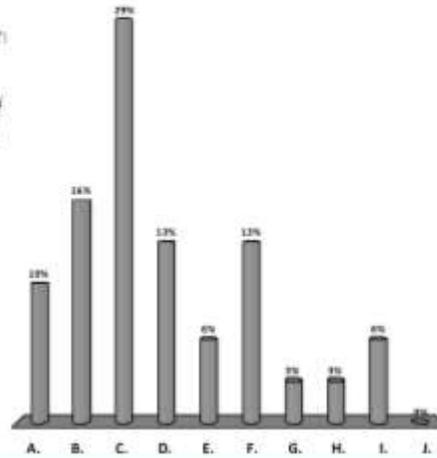
*How concerned are you with the impact of development on water quality in the Lamprey River and Great Bay?*

- A. Very concerned
- B. Somewhat concerned
- C. Neutral
- D. Not very concerned
- E. Not concerned



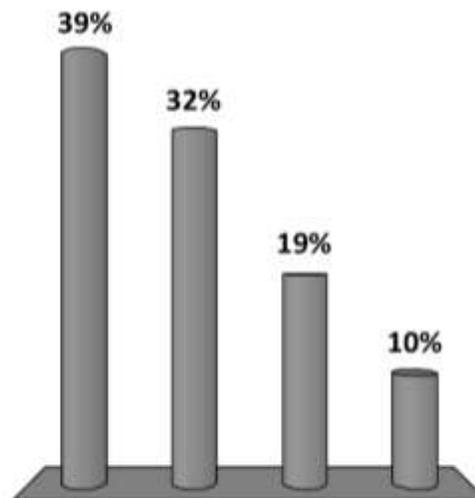
*Based on what you see in Newmarket, which of the following aspects of the transportation system should Newmarket invest in?*

- A. Reducing congestion on major roads
- B. Maintaining roads, highways, and bridges
- C. Adding more bike paths & safe bike routes on road shoulders
- D. Sidewalks, crosswalks, and pedestrian safety
- E. Access to public transportation to get around in the community and surrounding region
- F. Resident and non-resident parking
- G. Options for senior and special needs transportation
- H. Expanding bus or rail service for commuting between major cities
- I. New and improved recreational trails and walking paths
- J. Park n' Ride facilities



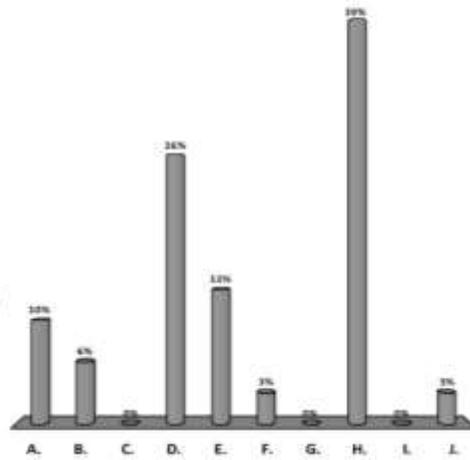
*How should Newmarket focus its land conservation efforts?*

- A. Newmarket should continue to prioritize lands for conservation
- B. Improve public access to existing recreation and conservation areas
- C. Continue conservation as part of open space residential development
- D. Newmarket has enough conservation land currently



## Why do you live in Newmarket? (Choice 1 of 2)

- A. Vibrant downtown
- B. Ample affordable housing
- C. Access to employment
- D. High quality natural and rural areas
- E. Strong sense of community
- F. Proximity to the University
- G. Historic and cultural resources
- H. Attractiveness of the region
- I. Recreational opportunities
- J. Other



## Sustainable Development and Land Use

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Preserve natural resources</li> <li>▪ Vibrant downtown community infill, revitalization, increased activity, walkability</li> <li>▪ Mindfulness re: conservation, drinking water</li> <li>▪ River, recreation opportunities</li> <li>▪ Proximity (e.g. to Portsmouth) by river/Seacoast</li> <li>▪ Conservation land and walking trails</li> <li>▪ Open space zoning</li> <li>▪ Charm of town</li> </ul>	<ul style="list-style-type: none"> <li>▪ Don't have great public transportation options</li> <li>▪ Plan out our public (i.e. post office) and such facilities maybe not directly downtown (options?)</li> <li>▪ Lack of parking, wayfinding signs</li> <li>▪ Lack of awareness (e.g. of trail system)</li> <li>▪ Lack of sidewalks/bike paths</li> <li>▪ Bureaucracy/time it takes to move forward on projects</li> <li>▪ Agricultural lands (utilization)</li> <li>▪ Lack of signage</li> <li>▪ Knowledge of town resources regarding open space</li> <li>▪ Ability to support retail businesses which can be sustained by local population</li> <li>▪ Road access/community time</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Many opportunities... more parking</li> <li>▪ Alternative transportation (public transportation) options</li> <li>▪ Look to state or federal aid \$\$, other financial options</li> <li>▪ Continue to encourage downtown merchants, and residential opportunities</li> <li>▪ Look at 55 and over facilities as the "silver tsunami" is coming</li> <li>▪ Neighborhood connection to downtown/ place space development</li> <li>▪ Proactive zoning to encourage development that we want to see/infill/accessory apartments</li> <li>▪ Better planning for access/traffic mitigation/commuting time</li> <li>▪ Design/architectural standards not overly burdensome to protect character of town</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased tax rate if wrong kind of development is allowed</li> <li>▪ Easier access to and from work out of Newmarket by surrounding improvements to major highways (i.e. Spaulding Turnpike)</li> <li>▪ Urban sprawl</li> <li>▪ Desire to expand tax base through development</li> <li>▪ Climate change/flooding</li> <li>▪ Aging water/sewer/school infrastructure</li> <li>▪ Lack of accessible housing for aging community</li> <li>▪ Aging community segregated from young population</li> <li>▪ Aging community less interested in investing in education</li> <li>▪ Lack of affordable housing in the future</li> <li>▪ Traffic</li> </ul>

## Community Services and Facilities

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Public sewer and water in place</li> <li>▪ Hand on public works department capable of doing projects</li> <li>▪ Beautiful historic library</li> <li>▪ Great parks and recreation facilities and programs</li> <li>▪ Nice community center + senior center</li> <li>▪ Fairly new public safety building (Spring cleaning)</li> <li>▪ Dedicated town employees</li> <li>▪ Volunteerism and community engagement</li> </ul>	<ul style="list-style-type: none"> <li>▪ New school vs. rehab (vs. regionalism, tuition, co-op)</li> <li>▪ School facilities need to be upgraded</li> <li>▪ Deferred maintenance in public facilities</li> <li>▪ More space for town administration (Comment: for what specifically)</li> <li>▪ Make energy and ADA improvements to facilities</li> <li>▪ Need to make a major investment in WWTF and water system</li> <li>▪ Macallen Dam cost to repair/replace/remove</li> <li>▪ Road access only 108</li> <li>▪ Parking and access to downtown, recreation, loss of transportation</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ JAC – working on school solutions</li> <li>▪ Engaged community</li> <li>▪ CIP process in place</li> <li>▪ Federal and state funds for bikeway, downtown pedestrian, and PW projects (water/sewer)</li> <li>▪ Progressive town leadership (forward thinking)</li> <li>▪ Elderly housing – positive \$ impact on tax rate</li> <li>▪ Dog park</li> <li>▪ Tennis courts</li> <li>▪ Coordination of volunteer efforts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Non-point source pollution</li> <li>▪ Lack of resources to efficiently address problems in a holistic fashion</li> <li>▪ Dissention in community re: school issues, size of community inability to pay for costs with major tax burden impact</li> <li>▪ Important to stay within financial means of community + its residents</li> <li>▪ Discernment of needs of community residents</li> <li>▪ Discontinuance of bus service</li> </ul>

## Housing and Demographics

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Rentals – diversity of housing, affordable</li> <li>▪ Diversity of multi-age housing</li> <li>▪ Lots of units/housing in urban center</li> <li>▪ Potential for in-town senior housing</li> <li>▪ Mixed use housing that’s here and now</li> <li>▪ Aesthetics</li> <li>▪ Diverse populations – age/ethnicity</li> </ul>	<ul style="list-style-type: none"> <li>▪ Rentals – compact – temporary</li> <li>▪ Lack of local transportation service</li> <li>▪ Uncertainty of school situation</li> <li>▪ Lack of affordable single-family</li> <li>▪ Senior housing (lack) – affordable/assisted living options</li> <li>▪ No CCRC</li> <li>▪ Loss of COAST bus</li> <li>▪ Connecting housing to transportation options</li> <li>▪ Getting to town</li> <li>▪ Congested commuter routes</li> <li>▪ Limited affordable housing to purchase</li> <li>▪ Tax base</li> <li>▪ Collaboration with surrounding communities -&gt; we have to share resources and burdens</li> <li>▪ Tax Base</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Aging population</li> <li>▪ Low cost housing opportunity for young-professionals</li> <li>▪ Mix of young and senior housing</li> <li>▪ Old housing revitalization within walking to downtown</li> <li>▪ “New Village”</li> <li>▪ More equitable taxation (developers and landlords ought to bear more)</li> <li>▪ Develop alternative tax solutions for fixed/low income families so they can stay</li> <li>▪ Preservation of some historic features in town hall</li> <li>▪ Accessory housing on single lot</li> <li>▪ Healthcare – businesses, professions- expansion</li> <li>▪ Cultural heritage celebrations and centers</li> <li>▪ Convert the renters in town to permanent residents (homeowners) <ul style="list-style-type: none"> <li>○ Keep them here whether or not they are homeowners</li> </ul> </li> <li>▪ The 55+ trend – focus on 35-55 range</li> <li>▪ Downeaster train stop w/in town</li> <li>▪ Transportation services for housing outside of downtown area</li> <li>▪ Incentives to stay in town – young families and elders</li> <li>▪ Mural in town hall to celebrate our town history</li> </ul>	<ul style="list-style-type: none"> <li>▪ Durham in-fill building (what about rental units?)</li> <li>▪ Run-down properties along Route 108</li> <li>▪ Sprawl</li> <li>▪ Increase in apartments</li> <li>▪ Brain drain and exodus out of town</li> <li>▪ Attractiveness of business/social/other climate (are Exeter, Durham, etc. easier/better to build in or do businesses in than Newmarket?)</li> <li>▪ Tax rate for homeowners</li> <li>▪ Monopoly of rental agencies</li> <li>▪ Whatever we build for 55+, we overbuild and out-pace the trend</li> <li>▪ Tax rate approaching 30\$</li> </ul>

## Economic Vitality

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Get residents to shop locally</li> <li>▪ Attractiveness of region/town</li> <li>▪ Proximity to UNH</li> <li>▪ Transportation/rail access to region</li> <li>▪ Quality of life</li> <li>▪ Available space for elderly housing/commercial use</li> <li>▪ Nice restaurants/downtown</li> <li>▪ Strong sense of community</li> <li>▪ Measured smart growth</li> <li>▪ Mixed-use walkable downtown</li> </ul>	<ul style="list-style-type: none"> <li>▪ Not a lot of businesses in town</li> <li>▪ Poor access-vehicles</li> <li>▪ Major route goes through downtown</li> <li>▪ Poor parking</li> <li>▪ Developable land is in watershed (industrial area)</li> <li>▪ Lack of diverse retail</li> <li>▪ Lack of high-speed internet</li> <li>▪ Parking</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Historic property revitalization incentives</li> <li>▪ Plan for parking on Spring Street</li> <li>▪ Encourage home-based businesses</li> <li>▪ More walkable access to downtown</li> <li>▪ High end townhouses near town for elderly</li> <li>▪ District utilities (heat, electric, internet)</li> <li>▪ Post office lot</li> <li>○ Parking and retail</li> <li>○ Smaller opportunities also available i.e. Bay Rd. lot</li> <li>▪ Public dock for boats /between Schanda park and Wastewater Plan</li> <li>▪ Accessibility to nature trails (i.e. Heron Point)</li> <li>▪ Fishing/Kayak shop</li> <li>▪ Regional Job Growth</li> <li>▪ Affordable housing</li> <li>▪ UNH</li> <li>▪ Railroad</li> <li>▪ Recreational</li> <li>▪ Access to waterfront</li> <li>▪ Businesses who can service the community (self-sufficient)</li> <li>▪ Medical, real estate, professional services</li> <li>▪ Approving new zoning projects</li> </ul>	<ul style="list-style-type: none"> <li>▪ Without economic development, higher taxes are a threat</li> <li>▪ More rental units</li> <li>▪ Traffic</li> <li>▪ Parking</li> <li>▪ Aging Population</li> <li>▪ Cleaning up the Bay</li> <li>▪ Non-point pollution</li> <li>▪ Education/Settling School situation</li> <li>▪ Dam-resolving issue</li> </ul>

# Transportation System

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ 108</li> <li>▪ Railroad</li> <li>▪ Improvement with bike Path</li> <li>▪ Bus Route</li> <li>▪ Wildcat bus</li> <li>▪ Large enough population to support use</li> <li>▪ Sense of community</li> <li>▪ Close to 95 and 101 to 93</li> <li>▪ Access to major cities</li> <li>▪ Paved roads</li> <li>▪ Great DPW</li> <li>▪ Sidewalk maintenance and expansion</li> <li>▪ Walkable downtown</li> <li>▪ Utilization of \$5 car registration fee</li> <li>▪ Lamprey Healthcare Senior Transportation</li> <li>▪ Wildcat Route 5</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parking for use of transportation</li> <li>▪ Lack of services</li> <li>▪ Traffic building/commuter hours/very heavy traffic</li> <li>▪ Lack of parking – outside perception as well</li> <li>▪ Less than... {can't read writing} public transit system</li> <li>▪ Condition of roads</li> <li>▪ Visibility entering 108 from post office – can't see either direction</li> <li>▪ Shoulders on roads for bikers (108 South)</li> <li>▪ Financial burden to fuel cars / pollution to environment</li> <li>▪ Access to airport via public transportation</li> <li>▪ Route 108 South (dangerous for bicycles)</li> <li>▪ Downtown bike travel is problematic</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Community population to support use</li> <li>▪ Commuter rail/transit/trolley</li> <li>▪ Park and Ride</li> <li>▪ Willingness to use public transportation                             <ul style="list-style-type: none"> <li>○ growth/expand destinations</li> </ul> </li> <li>▪ Education about economic and environmental benefits</li> <li>▪ Walkability in town corridors – connect</li> <li>▪ Increase enticements to walk/use public transportation</li> <li>▪ Downtown parking</li> <li>▪ Dedicated elder/disabled transportation</li> <li>▪ Connections between neighborhoods</li> <li>▪ Non-motorized pathways/trail systems/bike paths                             <ul style="list-style-type: none"> <li>○ connect downtown to neighborhoods outside core downtown</li> <li>○ reduce parking burden</li> </ul> </li> <li>▪ Waterway – underutilized mode of transportation for people (water taxi) and goods as in historic days</li> <li>▪ Increase visibility/signage for public parking we have already</li> <li>▪ Build parking garage with mixed use – residential or retail – to support downtown business</li> <li>▪ Promote alternative transportation modes in NJSHS</li> <li>▪ River transportation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parking for use of transportation                             <ul style="list-style-type: none"> <li>○ runoff of blacktop to environment</li> </ul> </li> <li>▪ Pollution (car, bus, etc.) – carbon footprint</li> <li>▪ Lack of education</li> <li>▪ Crash threat (will increase)</li> <li>▪ Incentive to leave/move away due to lack of transportation options                             <ul style="list-style-type: none"> <li>○ lose demographic</li> </ul> </li> <li>▪ More traffic congestion as population grows</li> <li>▪ 108 and 152 nasty intersection by Flora Ventures</li> <li>▪ Coast Route 7 Gone ☹</li> </ul>

## Recreational, Cultural, and Historic Resources

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Great Bay, Lamprey River</li> <li>▪ Nature Conservancy / Hiking Trails / Rail-trail</li> <li>▪ Rec Department</li> <li>▪ Road Races</li> <li>▪ Stone Church</li> <li>▪ Heritage Festival</li> <li>▪ Millspace</li> <li>▪ Shanda Park /Boat launch</li> <li>▪ Mill</li> <li>▪ Historical Society, Stone School Museum</li> <li>▪ Cemetery restoration</li> <li>▪ Mills scenic byway</li> <li>▪ Geographic proximity to other areas with resources</li> <li>▪ Social Capital</li> <li>▪ Library</li> <li>▪ Strong open space committee</li> <li>▪ Community support of conservation</li> <li>▪ Property owners who support conservation</li> <li>▪ Heron Point</li> <li>▪ Piscassic River/Lamprey River</li> <li>▪ Town Recreation Fund/Capital Improvement and budget</li> <li>▪ Fishing Derby</li> <li>▪ Fishing wier</li> <li>▪ Oyster Festival</li> <li>▪ Russel Pope Blacksmithing</li> <li>▪ Artisans</li> <li>▪ SELT</li> <li>▪ Downtown along river</li> <li>▪ Destination area</li> <li>▪ Regional access via waterways</li> <li>▪ New village</li> <li>▪ Proximity to UNH</li> <li>▪ Rural character</li> <li>▪ Farmers market</li> <li>▪ The farms!</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of awareness/visibility of strengths</li> <li>▪ Accessibility to town and resources</li> <li>▪ Interconnectivity / functionality of some walkways/paths</li> <li>▪ Maintenance of resources</li> <li>▪ Parking for Schanda Park boat launch</li> <li>▪ Lack of commercial ventures to support rec opportunities (kayaks)</li> <li>▪ Lack of playing fields</li> <li>▪ Lack of indoor rec facilities</li> <li>▪ Financial sponsorship/support</li> <li>▪ Limited musical or artist venues</li> <li>▪ Limited boat dockage for public</li> <li>▪ Lack of town promotion, timely info (ex. commuters on 108)</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Map/town history</li> <li>▪ Garden club/flowers</li> <li>▪ Email Planning Board with suggestions/ use media</li> <li>▪ Liaison with UNH to create opportunities for Newmarket residents</li> <li>▪ Kiosk/welcome area to announce events</li> <li>▪ Connectivity of trails – not as good as Durham today</li> <li>▪ Bike paths!</li> <li>▪ Branding/marketing to enhance awareness</li> <li>▪ Social capital – lots of interested parties in town willing to help</li> <li>▪ Monthly music series in the works with Oyster Fest</li> <li>▪ Expand our walkability – zoning for more “village” growth (includes retail)</li> <li>▪ Zoning assistance to help other areas with retail (Like Grant/Ashswamp 4 corners)</li> <li>▪ Bike racks</li> <li>▪ Farmer’s market could be improved (i.e. scheduling, location)</li> <li>▪ Boat launch near treatment plant</li> <li>▪ Extend riverfront access past treatment plant</li> <li>▪ Completion of riverwalk</li> <li>▪ Art gallery</li> <li>▪ Completion of Millspace</li> <li>▪ More public events focused around waterfront</li> <li>▪ Fish and Game liaison for boat launch improvements and parking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parking!</li> <li>▪ Roads too dangerous for kids (bike paths)</li> <li>▪ Accessibility</li> <li>▪ Opportunities cost moneygreater rates, etc.</li> <li>▪ Competition with other towns</li> <li>▪ Water quality (needs to be good/high which costs \$)</li> <li>▪ Economy</li> <li>▪ Climate change will threatened development along river</li> <li>▪ Too much traffic on 108</li> </ul>

## Natural Resources & Environment

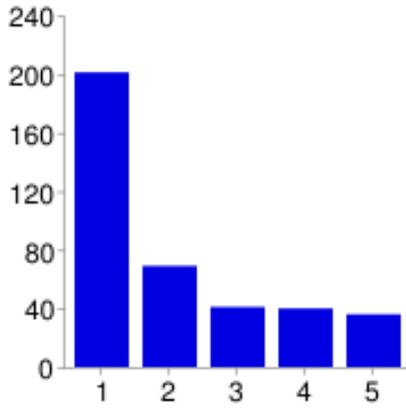
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Variety of habitat/ecosystems – crucial for ecosystem health</li> <li>▪ Lamprey River and Great Bay access</li> <li>▪ 1<sup>st</sup> town to adopt storm water (really cool) “LID”</li> <li>▪ Community concern about water quality / new treatment plant</li> <li>▪ Farmland</li> <li>▪ Open space</li> <li>▪ Conservation land / protected</li> <li>▪ Oyster restoration project</li> <li>▪ Trail system/ Lubberland Creek / Sweet Trail</li> <li>▪ Proximity to rail trails</li> <li>▪ Plan for bike trails / 108</li> <li>▪ Key river for particular fish / osprey nests/ heron rookeries</li> <li>▪ Amphibians / wetland areas</li> <li>▪ Protect resources that are becoming more scarce and are a valuable asset</li> <li>▪ Dam is historic and effects many communities and could be a game changer to wildlife / people’s outdoor recreation (which is also a threat)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Current treatment plan status</li> <li>▪ Health of bay and tidal Lamprey</li> <li>▪ Nitrogen runoff etc</li> <li>▪ Lack of usable farmland</li> <li>▪ Public awareness / sense of community for clean-up (loose garbage)</li> <li>▪ Renter politics</li> <li>▪ Lack of awareness of what’s here</li> <li>▪ Lack of volunteerism</li> <li>▪ Transient community / young people less likely to stay / steward the environment</li> <li>▪ Public water supply / organic matter</li> <li>▪ Future growth – protection of resources</li> <li>▪ Add better access and P.R. to our natural resources (lack of education)</li> <li>▪ Lack of education to proper use of conservation space with promotion and education and common sense</li> <li>▪ Cost of energy</li> <li>▪ Diminished scenic views/ viewshed</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Stewardship campaign/ awareness</li> <li>▪ Connections with UNH and knowledge resources</li> <li>▪ Involvement with SWA (Southeast Watershed Alliance)</li> <li>▪ Additional rec/bike trails</li> <li>▪ Community garden growth (ie Dame Road has one)</li> <li>▪ Soak of the Rain program</li> <li>▪ Nature stores/boating stores/rentals (business opportunity)</li> <li>▪ Dog park area???</li> <li>▪ Education is key...</li> <li>▪ UNH Cooperative Extension – Coverts program</li> <li>▪ C-PACE energy grants</li> <li>▪ Removal of dam – return river to natural state</li> <li>▪ Alternative energy options (solar, water, wind)</li> <li>▪ Tourism – kayak rentals / boat tours</li> </ul>	<ul style="list-style-type: none"> <li>▪ Climate change (sea level rise)</li> <li>▪ Nitrogen levels / pollution</li> <li>▪ Depletion of oysters / eelgrass</li> <li>▪ Population growth / unsustainable development</li> <li>▪ Climate changing / floods / storm damage</li> <li>▪ Pollution input from neighboring communities</li> <li>▪ Coyote hunters</li> <li>▪ Big external industry coming in (e.g. oil refinery)</li> <li>▪ Lack of environmental awareness</li> <li>▪ Removal of dam – scenic impact / flood danger</li> </ul>

## Leadership, Volunteerism & Engagement

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Small community</li> <li>▪ Voice is heard, can make a genuine difference/contribution</li> <li>▪ Developed downtown for community gathering</li> <li>▪ Efforts of the leadership to communicate (today's forum is an example)</li> <li>▪ Variety of organized events</li> <li>▪ Sense of unity</li> <li>▪ Just right about of "crush" [can't read writing]</li> <li>▪ Governance structure</li> <li>▪ Very engaged community / people care</li> <li>▪ Many volunteer groups and people willing to serve, good mix of people</li> <li>▪ Opportunities like this to air concerns</li> <li>▪ Town leadership: willing to listen / take responsibilities seriously</li> <li>▪ Exchange of info ie website, recreation connect, Facebook</li> <li>▪ People feel like they are part of a "community"</li> <li>▪ Activities for families and kids community pride</li> </ul>	<ul style="list-style-type: none"> <li>▪ Current</li> <li>▪ Better collaboration between business and residential – especially during events like Heritage Festival</li> <li>▪ Finite group of volunteers being asked to do more and more *</li> <li>▪ -with that it leads to already limited resources and people to be spread too thin and have mixed focuses</li> <li>▪ Weak collaboration of efforts (example being: End 68 Hours of Hunger ties to Mules Mission and Food Bank and school lunch program</li> <li>▪ More business community (restaurants, small business)</li> <li>▪ Balkanization / mix of people leads to lack of cohesive vision/priorities</li> <li>▪ Temporary / transient population/ turnover</li> <li>▪ Hard to find people to serve on Town boards – RE: time commitments, life style, etc</li> <li>▪ Lack of continuity of town leaders...many changes over course of just a few years causes lack of momentum / consistency of town policies / delays</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Expand the way we work with and look at the Parks and Rec Department – less a money making business</li> <li>▪ Great Bay Half Marathon</li> <li>▪ Participatory councils – wrap in /coordinate with high school community service projects <ul style="list-style-type: none"> <li>-Citizens academy</li> <li>-Youth councils</li> <li>-UNH fellows program</li> </ul> </li> <li>▪ Recruiting beyond the already engaged</li> <li>▪ Lots of people willing to get involved</li> <li>▪ Opportunity for Newmarket to be noticed</li> <li>▪ Leverage / market our resources</li> <li>▪ More business / infrastructure (ie restaurants, businesses, services) to support visitors</li> <li>▪ UNH proximity, grad students</li> <li>▪ This opportunity!</li> <li>▪ Heritage Festival, Olde Home Day</li> <li>▪ Newmarket gardeners</li> <li>▪ "Linked Together" kids</li> <li>▪ LACA – Lamprey Arts Cultural Association</li> <li>▪ Lots of energy, enthusiasm and forward upbeat thinking moving us to future</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parking</li> <li>▪ Planning for growth</li> <li>▪ Resistance to change</li> <li>▪ Apathy</li> <li>▪ Other towns taking the volunteer resources – people have limited time</li> <li>▪ Schools – need school in town to promote parent involvement / student involvement and student volunteer efforts <ul style="list-style-type: none"> <li>– Yes! (PTA, sports teams are opportunities)</li> </ul> </li> <li>▪ Tradition (power of)</li> <li>▪ Burn out</li> <li>▪ Aging population – loss of some greater leaders!</li> <li>▪ Demographic loss of young people age 18-50 (millennials) moving elsewhere with energy and new ideas</li> <li>▪ Demanding work / people struggling due to crazy lifestyles and difficulties in balance of time / can't volunteer!</li> </ul>

## Question 1

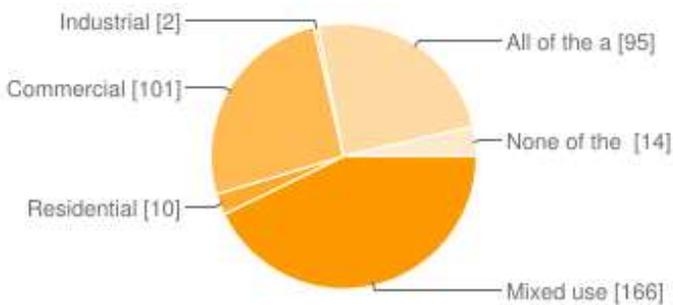
In the previous Master Plan, you said Newmarket should: “support quality thoughtful development that preserves our natural resources and enhances the aesthetics of Newmarket while creating a long term tax base.” How strongly do you agree with this?



Agreement	# Responses	% Responses
Strongly Agree	201	51.9%
Agree	69	17.8%
Neutral	41	10.6%
Disagree	40	10.3%
Strongly Disagree	36	9.3%

## Question 2

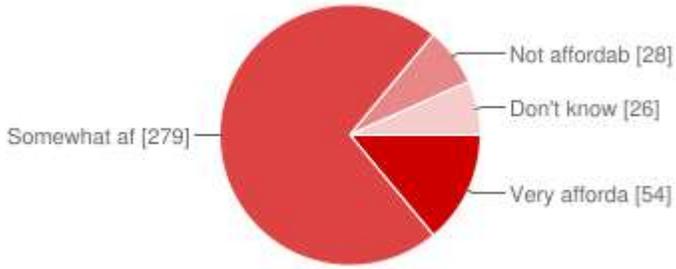
Newmarket should encourage the following types of development in the downtown area:



Development Type	# Responses	% Responses
Mixed use	166	42.8%
Residential	10	2.6%
Commercial	101	26%
Industrial	2	0.5%
All of the above	95	24.5%
None of the above	14	3.6%

### Question 3

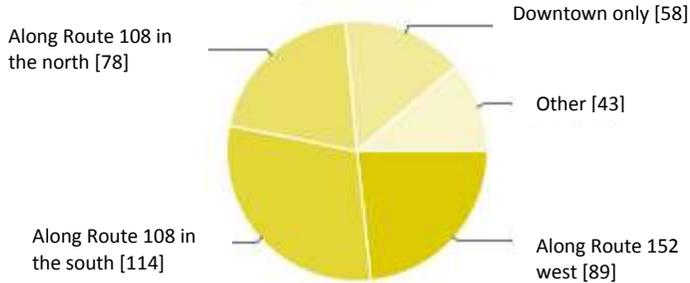
In your opinion, how affordable is housing in Newmarket?



Housing Affordability	# Responses	% Responses
Very affordable	54	14%
Somewhat affordable	279	72.1%
Not affordable at all	28	7.2%
Don't know	26	6.7%

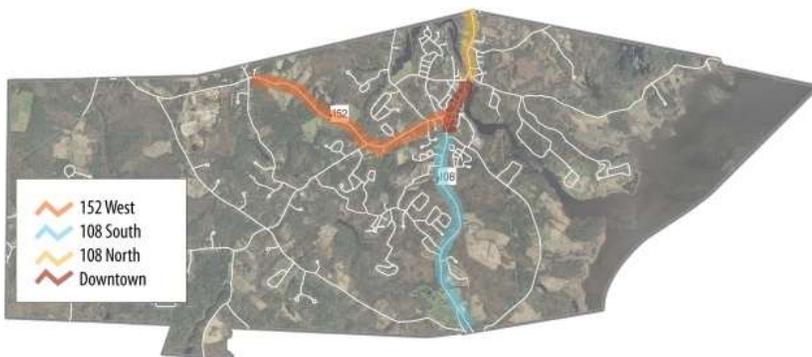
### Question 4

Where would you like future development to occur in Newmarket?



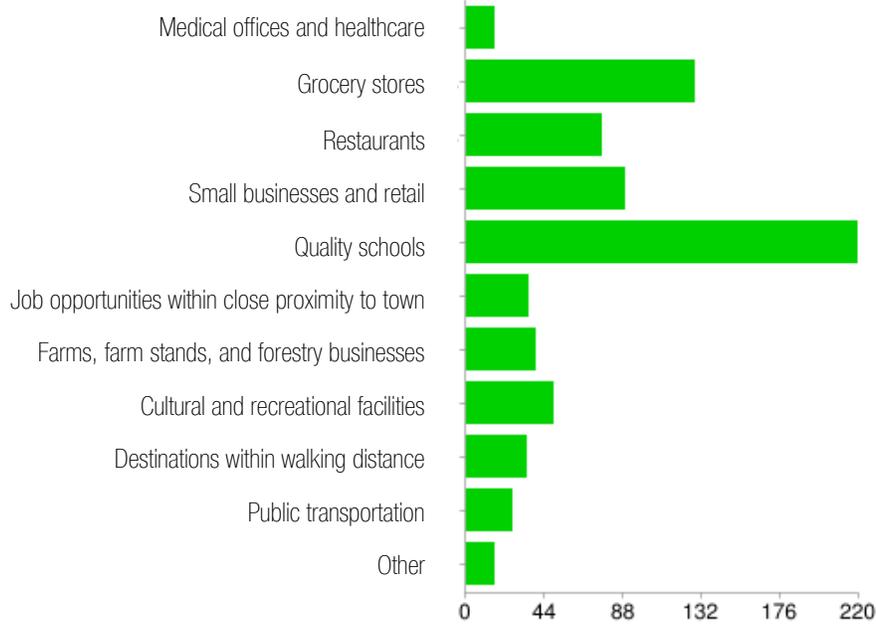
Location of Future Development	# Responses	% Responses
Along Route 152 west	89	23.3%
Along Route 108 in the south	114	29.8%
Along Route 108 in the north	78	20.4%
Downtown only	58	15.2%
Other	43	11.3%

Map 1



## Question 5

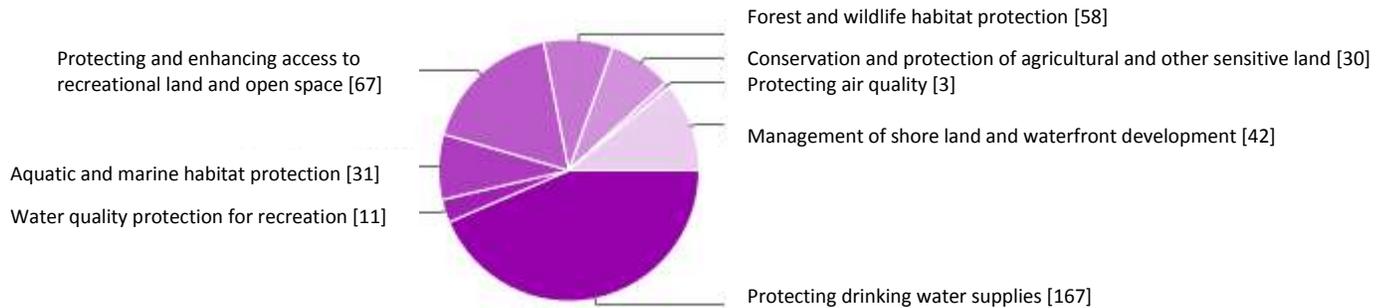
Which of the following is most important to have in your town?



Important to Have in Town	# Responses	% Responses
Medical offices and healthcare	16	4.1%
Grocery stores	128	33.2%
Restaurants	76	19.7%
Small businesses and retail	89	23.1%
Quality schools	219	56.7%
Job opportunities within close proximity to town	35	9.1%
Farms, farm stands, and forestry businesses	39	10.1%
Cultural and recreational facilities	49	12.7%
Destinations within walking distance	34	8.8%
Public transportation	26	6.7%
Other	16	4.1%

## Question 6

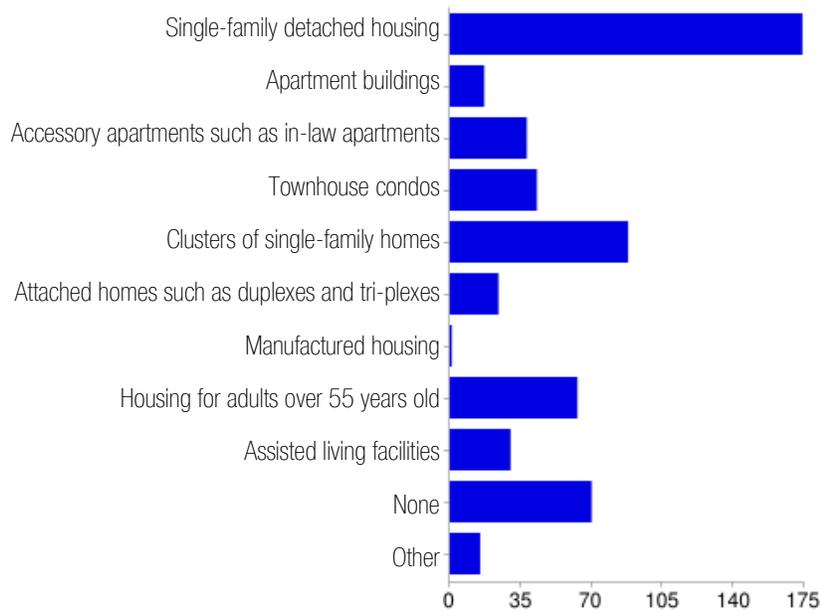
Which of the following would you place the highest priority on in Newmarket over the next 10 years?



Highest Priority	# Responses	% Responses
Protecting drinking water supplies	167	43.5%
Water quality protection for recreation	11	2.9%
Aquatic and marine habitat protection	31	8.1%
Protecting and enhancing access to recreational land and open space	67	17.4%
Forest and wildlife habitat protection	33	8.6%
Conservation and protection of agricultural and other sensitive land	30	7.8%
Protecting air quality	3	0.8%
Management of shore land and waterfront development	42	10.9%

## Question 7

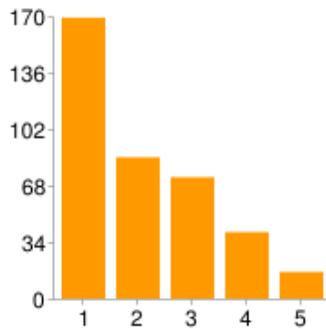
Which of the following types of new residential development would you like to see in your town?



New Residential Development	# Responses	% Responses
Single-family detached housing	174	45.3%
Apartment buildings	17	4.4%
Accessory apartments such as in-law apartments	38	9.9%
Townhouse condos	43	11.2%
Clusters of single-family homes	88	22.9%
Attached homes such as duplexes and tri-plexes	24	6.3%
Manufactured housing	1	0.3%
Housing for adults over 55 years old	63	16.4%
Assisted living facilities	30	7.8%
None	70	18.2%
Other	15	3.9%

## Question 8

How concerned are you with the impact of development on water quality in the Lamprey River and Great Bay?



Level of Concern	# Responses	% Responses
(1) Very Concerned	169	44.1%
(2) Concerned	85	22.2%
(3) Neutral	73	19.1%
(4) Somewhat Not Concerned	40	10.4%
(5) Not Concerned	16	4.2%

## Question 9

Based on what you see in Newmarket, which of the following aspects of the transportation system should Newmarket invest in?



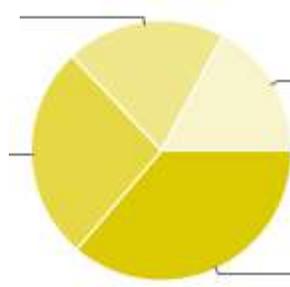
Investments in Transportation	# Responses	% Responses
Reducing congestion on major roads	73	19%
Maintaining roads, highways, and bridges	165	42.9%
Availability of bike paths or shoulder bike routes	115	29.9%
Sidewalks, crosswalks, and pedestrian safety	121	31.4%
Availability of public transportation to get around in the community and surrounding communities	75	19.5%
Resident and non-resident parking	105	27.3%
Availability of senior and special needs transportation options	21	5.5%
Expanding bus or rail service for commuting between major cities	60	15.6%
Recreation trails and walking paths	85	22.1%
Park n' Ride facilities	14	3.6%
Other	4	1%

## Question 10

How should Newmarket focus its land conservation efforts?

Continue conservation as part of residential Open Space Design Development [75]

Improve public access to existing recreation and conservation areas [101]



Newmarket currently has enough conservation land [65]

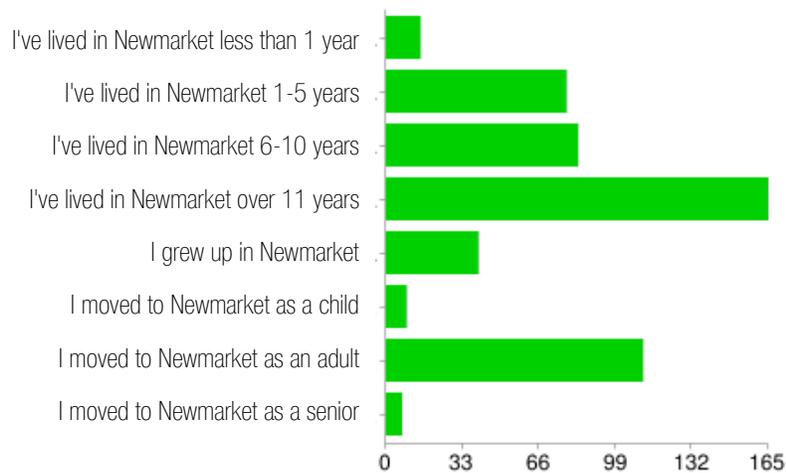
Continue to prioritize lands for conservation [137]

Land Conservation Efforts	# Responses	% Reponses
Continue to prioritize lands for conservation	137	36.2%
Improve public access to existing recreation and conservation areas	101	26.7%
Continue conservation as part of residential Open Space Design Development	75	19.8%
Newmarket currently has enough conservation land	65	17.2%

## Question 14

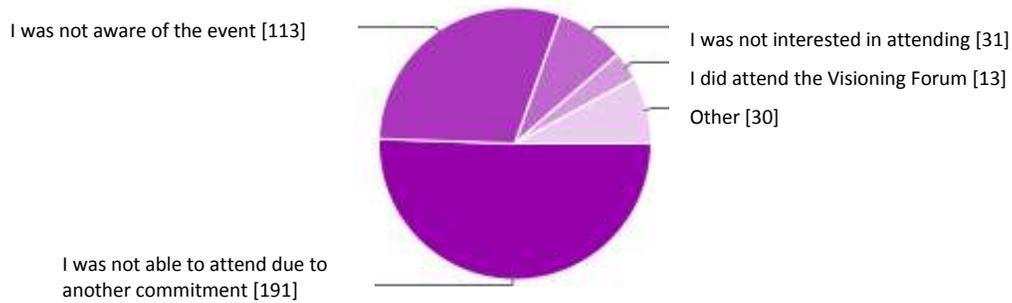
Which of the following best describes how long you have lived in Newmarket?

Time Lived in Newmarket	# Responses	% Responses
I've lived in Newmarket less than 1 year	15	4%
I've lived in Newmarket 1-5 years	78	20.6%
I've lived in Newmarket 6-10 years	83	22%
I've lived in Newmarket over 11 years	165	43.7%
I grew up in Newmarket	40	10.6%
I moved to Newmarket as a child	9	2.4%
I moved to Newmarket as an adult	111	29.4%
I moved to Newmarket as a senior	7	1.9%



## Question 15

If you did not attend the Newmarket LIVE Visioning Forum #1 on April 18, 2015, please tell us why.



Did not attend Forum 1 because:	# Responses	% Responses
I was not able to attend due to another commitment	191	50.5%
I was not aware of the event	113	29.9%
I was not interested in attending	31	8.2%
I did attend the Visioning Forum	13	3.4%
Other	30	7.9%

## Question 17

At Visioning Forum #1, we discussed strengths, weaknesses, opportunities, and threats in 8 different planning areas. At Visioning Forum #2 (late May/early June) we will discuss Nemarket's vision for the future and how to get there. Which meeting times are best for you?

Forum 2 Availability	# Responses	% Responses
Weekday evening (5-7pm)	61	19.2%
Weekday evening (6-8pm)	110	34.7%
Weekday evening (7-9pm)	90	28.4%
Saturday morning (9-11am)	61	19.2%
Saturday morning (10am-12pm)	48	15.1%
Saturday afternoon (12pm-2pm)	40	12.6%
Other	18	5.7%

## Question 11

Why do you live in Newmarket?

1. Because my husband grew up here, we found a house we love that was affordable, and we like the small town community.
2. I like the small town feel while having access to Portsmouth, Boston, lakes, the beach, etc. Also very close to work for both my wife & I
3. Vibrant downtown, community feel, location in the state.
4. Close to university
5. Found property that we liked.
6. Quality of life.
7. Quiet, peaceful, good sense of community, great neighbors
8. It is safe, quiet, and not far from the major shopping places, such Fox Run Mall, Portsmouth, Merrimack, etc. It is also not far from the Hampton beach. Housing is affordable, though the property tax is rather high, and the school is not very good for this high property tax. As we don't have kids, this is not a problem for us. However, if we had kids, we would not live here for sure.
9. Newmarket is mostly a residential town which I like. Nothing is too far away. It has a nice blend of trees, sidewalks, small downtown, and waterfront. The Newmarket Community Garden is great for us apartment dwellers. It is not far from Portsmouth and the sea.
10. Mainly because I enjoy the small town/ country atmosphere but is also in close proximity to services and major roads.
11. It is a great community--- Close to amenities, a wonderful downtown, and diverse population, with many opportunities for recreation and cultural pursuits.
12. It's the perfect size town with almost everything one could need in it. Newmarket's housing rates are affordable and it's a great hub for all the other towns nearby.
13. It is a small town with a close knit community and great little shops and restaurants. Also, the housing is affordable but still unique - that is, it's not all prefab apartments or giant apartment complexes.
14. Proximity to ocean and the Great Bay, small town feel low crime rate
15. 125 Main Street--Rivermoor Condos
16. Because for many reasons (job situation, family, etc.) I feel like I cannot move right now. I do feel like it's a tight knit community though, which makes it a nice place to live, but I might not live here if I didn't have my family/current job.
17. Small town within driving distance to cities, close knit community, has schools in town, near seacoast
18. The Lamprey River and downtown character.
19. Proximity to UNH and ability to walk to downtown since there is virtually NO parking.
20. This is where we could afford a home.
21. I love the community. It's wonderful being on the river.
22. proximity to UNH and Portsmouth
23. Proximity to area beaches, Boston/Logan, University, Portsmouth, salt water while walkable for daily errands with a diverse, educated populace and small town feel.
24. Small town feel with a nice community.
25. Lovely town with a nice mix of small town and country values. Also, the small town-based school is a plus.
26. Close knit community, upbeat downtown area, St Mary Church, great schools.
27. For the close knit community & quaint downtown. Close to the Seacoast. Affordable.
28. It's cute and has good walkability.
29. Bay Road
30. Access to river and Bay natural and conservation areas

## Question 11 (continued)

Why do you live in Newmarket?

31. Because it's close to Portsmouth, the ocean, has a vibrant youthful vibe
32. Because my family has been here since before incorporation and I don't plan on leaving the family farm or land.
33. We previously lived in York, Maine, but found that the town was becoming too hectic for our likes. Newmarket suits us well: it is quieter, but has beauty that is competitive with seashore towns.
34. I grew up in Newmarket.
35. I love this community and I love the downtown. I also love the proximity to both the Lamprey and Great Bay.
36. I love the small community and the location. It's a beautiful town.
37. My friends live here. It is a beautiful small town. The community has a lot to offer for my interests.
38. It was more affordable than other communities when we moved here 11 years. Now taxes are outrageous and we get nothing for the taxes we pay. We have paid for private school for 11 years for 3 kids. We would have been better off in a community that values education and paid more for our home. I feel like I commute to Newmarket to sleep. Our lives and friends are in the community our children attend school.
39. We moved here 20 years ago to buy our first home because it was affordable here. We thought about leaving 12 years ago for SAU16, but couldn't sell our house so we've stayed. My kids are either done with hs or in private school.
40. Small community, small businesses, lack of big box and shopping malls.
41. Because of its downtown, the historic buildings and the strong sense of community. I enjoy the numerous conservation areas with trails, but am happy that the old mills have been refurbished and made useful again in different ways. We're getting new businesses in, and for a town our size, we have growing diversity in our restaurant choices too! Now if we could just settle the school situation by building a new middle/senior high school, then we'd really have something to be proud of.
42. I was born here and saw no reason to leave. My husband and I were fortunate to be able to work within a 1/2 hour drive from town. This is home.
43. Small town atmosphere, community, and costs associated with owning a home.
44. Quiet affordable town with close proximity to services, the University, and highways
45. yes
46. I grew up in a small Connecticut town in the 50's & 60's. It was mostly a rural town that exploded into over-developed, wealthy, troubled large town in the space of 20 years. Newmarket has a unique character, you can feel and see its roots. The Mills reflect that sense of history, the blue collar stoicism & granite strength. It has a small town feel, it is unpretentious, friendly & welcoming. It's been a great place to live.
47. Always have. No reason to leave.
48. Small, affordable community in a good central location
49. Vibrant friendly and beautiful community
50. Close to everything, nice downtown area within walking distance, great bars and restaurants.
51. I found a house to rent and later buy in 1993. Newmarket was not my first choice to live.
52. Because we are kinda stuck. Kinda want to move the special education in the high school is awful.
53. Strong community values.
54. houses cost less per sq foot
55. Close to family, centrally located to Mass, ME, the ocean, lakes & mountains.

## Question 11 (continued)

Why do you live in Newmarket?

56. We live in Newmarket because of its location, mostly great people and a great downtown.
57. Moody point
58. I fell in love with the town while attending UNH and my husband grew up here.
59. Yale Street
60. Housing Affordability
61. It is a town small enough that it has a small town feel, but large enough to go out in town if I want to.
62. Community Feel
63. I have a view of and access to the river and Great Bay. Also in general, living in the Seacoast area has many benefits compared to other places I have lived.
64. We moved here for my husband's job but have remained here because it is a great community with quick access to beach, lakes or mountains.
65. affordable housing, close to beaches, nature and jobs
66. I love having a real downtown and the small community feel.
67. I love the small town feel. The ability to walk to almost everything in town. The proximity to the river and the great bay. Being able to take advantage of UNH, Boston and Portsmouth without having to live there.
68. The quietness, the price, the acreage with property.
69. Newmarket is a diamond in the rough... a little polishing and it will shine like the brightest star.
70. Own property.
71. I live on the Lamprey and love having nature in my backyard with shops and restaurants within walking distance. Am looking forward to the opening of the new food market. Proximity to Portsmouth and Newington also helpful.
72. We love the community feel of the town and the rural-ness at the same time. The downtown is beautiful and could be expanded in either direction to include perhaps a grocery store. Remember when people were freaking out about the drug store and Irving - and both have been good additions! The school building remains a big issue.
73. Was due to low tax base. was born here and now take care of my parents that will die here
74. The community and the fantastic teachers at our schools. However the reason I will move out of town is if the school issue is not fixed.
  - a. I grew up in town and taught at the high school. \* I love the small town feel. \* Investment in the downtown revitalization project has made that section of town very attractive and unique (Far better than the narrow streets with power lines). \* Proximity to UNH has made it easier for me to pursue post graduate studies.
75. Rt 108s
76. Great down town area, good school system, and affordable house compared to neighboring towns.
77. Off Hersey
78. Natural beauty
79. Great downtown.
80. We selected Newmarket for its proximity to Portsmouth and seacoast area as well as Great Bay/ocean access.
81. Close proximity to mountains and ocean at a more affordable rate than nearby towns
82. Moved to town ten years ago for the school and a safe town to raise children.
83. Moderate house prices while I save up to move out into Stratham or Exeter.
84. I was born and raised in Newmarket, moved away for 15 years, then returned to raise my children in town because Newmarket was a safe community with great schools.
85. People are usually friendly and the town tries to keep taxes down so the seniors can try to survive.

## Question 11 (continued)

Why do you live in Newmarket?

86. -for its downtown mill town charm -because of the people we have made friends with over the years -the quality education/teachers -the community \*feel\* -it is small, yet has businesses/mom and pop shops, and they are appealing in design -- not a series of strip malls
87. Born here
88. It was affordable at the time I bought in 2007
89. I live in Newmarket because of its proximity to work and other seacoast New Hampshire features.
90. Quiet personal residential property
91. I love the community and the atmosphere. The small businesses and local restaurants are great. I'm also very interested in the local art scene, and I love seeing new venues for music and performance.
92. Close to our jobs; can walk to downtown businesses easily; good for biking and kayaking.
93. Small town life, no congestion, clean air, limited noise intrusions (mostly motorcycles and shotgun practice). Access to river and Great Bay. Historic mill and its transition to living space.
94. Proximity to my job and my spouse's job, high quality schools, and having a safe community for my children to grow up in.
95. Off of Ashswamp Road
96. The quality of life and safe feeling of the town tucked into the beautiful environment of the NH seacoast are most important to me and my family. I hope it stays small and quaint as the seacoast grows in popularity. Protection of our natural resources is crucial while decision making.
97. It was affordable, had new construction and the proximity to major cities. However the taxes are so high we are faced with leaving Newmarket entirely. It is a real concern for us particularly because of potential buyers not be able to afford the taxes.
98. Convenience & shared family history
99. Because I found a house here. I've since come to value the town for its many good qualities.
100. access to the bay, away from Portsmouth and dover, progressive community
101. Small town feel, no traffic light, quaint downtown with great restaurants, the Stone Church, nice people
102. Like living in a rural setting and the small town atmosphere
103. Quiet location, historic downtown, tight community
104. Small town feel
105. Feeling of community. My neighborhood (the people). Close to work. Nice area - to walk and be with friends
106. Love my condo on the Lamprey!
107. My husband bought the house here before I met him, but I too have grown fond of the town.
108. Lifelong resident although, 23 yrs mil.service . Lived throughout US and Europe. Still....returned to Nmkt for " peace & quiet " & raise family.
109. because it has a small town feel
110. Because this is my hometown~I moved here as a child in 1966 and am very proud of my little town.
111. I have been here all but a few years of my life. The Lamprey River keeps me here. It is a beautiful resource.
112. We love this town.
113. It's a beautiful town that isn't terribly expensive
114. I grew up in Newmarket and am a lifelong resident (60 years)
115. Convenient to work in Durham; availability of public transportation; walkable to downtown for library, restaurants, post office, etc.

## Question 11 (continued)

Why do you live in Newmarket?

116. The real estate market in Newmarket is fairly affordable. There is also a decent amount of entertainment within walking distance while still being a quiet and safe place to live.
117. It was an affordable place to buy our first home. We live in a small house in a walkable neighborhood with friendly neighbors and are within walking distance to downtown and schools. Perfect!
118. It is a wonderful, funky, community of a diverse mixture of all types of people. . . . .this makes for a much more interesting, vibrant place to live. . . . .
119. Rented here- then bought here. friends and family here
120. The community is strong, the town is rich in history, and it is oral enough yet in close proximity to cultural attractions.
121. Main Street, river, convenience of UNH Bus
122. For medium size town quality of life
123. Developing small town with amazing potentials.
124. We like to town and its residents. We own a business.
125. I think it is a vibrant multi-age community.
126. west side, near Epping
127. It is close to everything and beautiful
128. It's central to everything. It's small. Friendly. Water access. Close to unh.
129. I like the small town feel of our town. I would like to be able to take care of all my business and personal affairs in town.
130. Proximity to employment
131. Work and location
132. I have family here and grew up in town. I moved away for about 15 years and decided to move back now that I have a family of my own. I want to raise my kids in a small town with a strong sense of community.
133. Easy access to my job in Durham, but also because of its diversity and small town feel.
134. My husband bought a house here before we were married.
135. Grew up here, used to work in the local mills before they closed. Now I work close enough to still be able to commute. Most of the family is here or local.
136. Like the waterfront and the people.
137. Small town community. I enjoy the businesses, schools, recreational activities, and people
138. We like small town feeling.
139. convenient location, small town atmosphere
140. Small town environment
141. Housing was more affordable than surrounding towns
142. I grew up here, and I plan to leave in the next 5 years, because the town does not support quality educational facilities for the children in town.
143. It's a great place! Historic, picturesque, quiet, quaint.
144. We love the small town feel, locally owned businesses, and sense of community with easy commute to larger cities.
145. location and affordability
146. Because I like the area. I lived in Lee as a kid and went to high school and college in Durham. After returning to the area in 2005, I looked primarily at Newmarket.
147. it was inexpensive to move to
148. Because it's a small town with a small school nice people small town cute down town area
149. Great town qualities and proximity to major thoroughfares and cities.

## Question 11 (continued)

Why do you live in Newmarket?

150. We like the community
151. Durell Woods
152. Because of Great Bay, and an attractive downtown, and an interested local government.
153. We found our dream property here.
154. Wife was born & brought up here, I moved here when we were married over 50 plus years ago. Built a home & we like it here
155. Great little town that's close to work. I love the small shops on main st and that I can walk to the library. I do think that it needs work....there is too much litter, access to parks could be increased, and a grocery store within walking distance would be great. Also, with the school situation I don't think I would live here if I had school age children.
156. I love Newmarket and its citizens.
157. Really enjoy the community, the natural beauty, small town feel
158. It is a walkable small town. Newmarket seems to make land conservation a priority. Newmarket's proximity to the Seacoast and major commuting routes. And last but definitely not least, the rural areas and farms that still exist in Newmarket.
159. It was the most affordable for the distance we were willing to travel for work. (10 miles)
160. The town continues to develop its downtown local shops, and community space making it more friendly to residents. I only hope that we can improve upon our school building crisis. Our school system (teachers) are fine, the high school building is NOT. Thank goodness our 3 kids received a great education and are done, but our future children should have the same access.
161. It's not too corporate yet but getting there, I hope no more apartments are built.
162. It is a nice area with beautiful surroundings,
163. I love being able to walk to the bank, PO, Library, restaurants, stores and still be able to easily travel via public transport or car to major cities and conservation land with trails through woods and water. Plus the tax rate is better than several surrounding towns.
164. We moved here because we could afford housing here and it was in between Portsmouth and Manchester for commuting. We've been here 20 years and have grown to love this small town.
165. Schanda Drive
166. Mixed population, New England Town feel, Water Access - Rivers, Bays, etc
167. Proximity to work Engaged community
168. Affordable housing Nice downtown with restaurants Close to 101 and major highways
169. I love the location
170. Easy commute for work, great neighborhood for kids to grow up in!
171. I like it here.
172. Moved here in 1977 and love it!
173. The small town feel, but offering a lot of amenities.
174. I like the small-town environment where I know my neighbors and the other parents of my children's classmates.
175. Proximity to the Great Bay; Small town atmosphere
176. Originally moved here because of the location and availability of housing. Still here because of the sense of community and the potential for growth and improvement of the downtown area.
177. Affordable, downtown, many of the people (not all), small town, younger folks moving in with family's!!
178. Beautiful town. We've lived here for 12 years and love it.

## Question 11 (continued)

Why do you live in Newmarket?

179. Because I live in one of the historic mills with great architectural detail and I have the ability to walk downtown from my residence.
180. It's the Best community. The people. The arts. The land. The local businesses. I wouldn't want to live anywhere else but with rent increasing and no parking available I've been looking at other towns.
181. We found a very nice Home that suited our needs here.
182. Great community with good duplex lease prices
183. Convenience of location to Portsmouth Exeter Manchester
184. Love the town and the people.
185. We originally came here because it was more affordable than Durham. It is a great, small community that offers a good amount of activity downtown for its size.
186. I love the small town feel. The trails in our area are great for the whole family. But may become concerned about the jr/high school or lack thereof, when my daughter attends. Which is a short 4 years away. I'm hoping there will be a better school for my daughter and all the other children in this great community.
187. I live in Newmarket, because it was the ideal location for us to travel to and from work, also we feel in love with our neighborhood.
188. Beautiful area with lots of potential
189. Close to ocean yet affordable and a fun downtown.
190. Proximity to Great Bay, UNH, Portsmouth. Upgrades to the look of Newmarket, improvements to restaurants and shops.
191. I chose Newmarket because of the affordability of housing, and the small community. I am now leaving Newmarket, because of the ridiculous tax rate for zero return. Additionally, the downtown traffic and parking has become an issue.
192. Ability to own a condo on the Lamprey River.
193. Affordable housing, great schools, small town with access to mountains, lakes, beaches and major cities also Low crime rate.
194. Proximity to Bay Rejuvenation of mill Access to farms Access to big city Access to country Friendly courteous people Low crime Recreation
195. Cost and approximation to beaches.
196. I live here because of the community feel. I love small towns and Newmarket is one of them. I love driving or walking downtown and always bumping into people I know and people who are doing creative things. I feel Newmarket really encourages and invited creative individuals.
197. Location. Downtown rebounding and growth of businesses promising. Family within 15 minute drive. Ability to walk into town.
198. Small town with good access to walking trails and places to kayak. Quiet, community oriented with a friendly population. Rent is reasonable, although many places are geared towards the college kids (aka Not too big, but has lots to do and is an easy drive to bigger towns and cities.
199. Near my job and it seems like a nice town ( moved here in March 2015)
200. Harvest Way\
201. Friendly, small community central to major areas
202. Quality of life, quality of people within community, moderate/low tax base
203. Like our location on river
204. We like our location
205. Small town atmosphere near grandchildren, recreation opportunities – Lamprey River, close proximity to UNH

## Question 12

In your opinion, what are one or more of Newmarket's strengths?

1. Location on Seacoast
2. small town feel, diversity of ages, vibrant downtown
3. Community building through multi-cultural/historical annual events.
4. Downtown area (need more parking) Location on great bay Golf  
1.) Charming downtown area 2.) Close to college
5. Home town feeling.
6. Small but concerned community. Attractive downtown.
7. great community
8. Great pride in local artists, businesses, and skills
9. The people, downtown, walkability.
10. Small town atmosphere, conservation efforts, quality of life, affordability of housing.
11. Friendly town and residents and town events. Availability of safe walking areas near downtown.
12. Historic downtown.
13. The people. The size - not congested. The scenic advantages. The natural beauty.
14. Riverfront, walk-able community, preserved open space.
15. It's unique blend of old and new families supporting each other as their life's needs change
16. Small, tight knit community
17. Village atmosphere: easy to get to know people.
18. The great vibrant down town area- the access to the River and Great Bay.
19. The downtown growth and development.
20. small town community Rec center
21. Younger citizens with great idea's
22. The community involvement and the commitment of our teachers and administrators to our school district despite the major facilities issues.
23. See above.
24. Walkable communities, natural amenities
25. Good community feel Great recreation dept. Good downtown appeal
26. Town has re-developed itself into a desirable area to live in.
27. Variety of people. Nice downtown.
28. The river. The dam. Main Street. The community at large.
29. Strong community with people who are interested and engaged in making it even better.
30. Beautiful downtown; access to Rockingham Golf Course; Use and development of conservation lands
31. the local businesses, ability to walk downtown
32. it is a commuter town
33. The downtown area is becoming more desirable. The town seems to have a group of residence who are very active and concerned with the future of the town.
34. Schools and close knit community
35. Same as listed above: land conservation, small town character, and rural farmland.
36. Its people and the teachers at the high school.
37. Feels safe, friendly, nice size (not crazy growth like Durham), public transit, space to walk, run, bike.
38. able to maintain the culture of a small town
39. Being on the Great Bay, Big Bean Cafe

## Question 12 (continued)

In your opinion, what are one or more of Newmarket's strengths?

40. Strong downtown Quality of life great Affordable compared to rest of seacoast Closeness to UNH is an asset: students play big role in our town and schools plus we benefit from all it offers Quality educators who are so passionate even with building issue
41. Nature, conservation, close to all above
42. I like the cozy downtown feel. There's a few places like the Big Bean that I have loved since childhood.
43. Convenient shopping.
44. becoming more professional in its town management
45. Ditto what I wrote above. Having River Access is Great. Being close to UNH but not too close! Our location is great for quick trips to Portsmouth, Kittery, any beach!
46. Library, riverfront, walkability. Restaurant variety.
47. The Lamprey River
48. The mills downtown are a reminder of the hard work of the past generations. The strength of those who worked in the mills, the farms, are a testament of what a small New England Town is all about. The idea that developing every piece of land, especially with business' to broaden the tax base of a town is the worst thing to do. Placing land in conservation is the best thing we have done.
49. lots of undeveloped land
50. It is in commuting distance to Portsmouth, Dover, and to 101W so it makes Newmarket a nice residential town. The trees are an asset in making the town a nice place to live. The waterfront does as well.
51. We are small and not over developed Love that you can recognize most people in town
52. Its youth. It's future.
53. I love our little downtown.....it has so much potential with the mills. I'd love to see a great bookstore and more outdoor places to eat.
54. The downtown and open space conservation.
55. Location, low crime proximity to highways and airports
56. Compact downtown with library, post office and restaurants in walking proximity. Amount of undeveloped land and green spaces. Location near water
57. Vibrant downtown close to highways and shopping the people!
58. Its strength is that it is small but industrious. Its strength is that it is an individual.
59. A typical New England atmosphere that lends itself to a "personal" yankee peace.
60. Quaint downtown with local business
61. The waterfront and continuing development of the downtown area are really great. We have a pretty town, one I would be interested in exploring if I were driving through. The many available recreational and lifestyle opportunities make us attractive to a wide diversity of people.
62. Nice downtown area, good water access, nice recreational fields and playgrounds.
63. Small town.
64. Newmarket has a very walkable and appealing downtown, Parking is usually available somewhere, and since businesses are close together, even parking at the municipal lot isn't too bad. That may not be the case for disabled folks, though. We also are blessed with many community-minded folks and volunteers for local organizations who care about the work they do.
65. Downtown area and conservation lands
66. Setting near Great Bay. Downtown. Size.

## Question 12 (continued)

In your opinion, what are one or more of Newmarket's strengths?

67. Having a community that attempts to change the outcomes by becoming involved ie school situation, whether to build a new school or not.
68. Multi-age, vibrant downtown, socio and economically diverse.
69. We have excellent police, fire and ambulance/rescue services. This is also a very caring community which has come to the assistance of many people in different circumstances over the years.
70. Diversity of retail, restaurant, and housing options.
71. Diverse population, in terms of age, ethnic origin, and earnings
72. The people are very passionate about the school and its children's growth.
73. Beautiful outdoor spaces with good housing without being too overly developed
74. Location in the seacoast. Mass growth to downtown and surrounding streets (ie: mill renovation, new sidewalks on 108/Pakers Falls Rd/Elm St).
75. The revitalized downtown. Prior to the school vote in 2014 I would have said a common community spirit, but the division that caused was brutal.
76. Unique character and socially responsible mindset
77. Restaurants
78. good mix of age groups and growing retail stores of a medium size
79. Revitalization efforts - mills
80. Outdoor activities
81. the quaint downtown with free parking
82. The people
83. Vital downtown area
84. A) Diverse ethnic community. B) Constant influx of college students who bring youthful energy. C) Neighbors help neighbors.
85. It does have a great community feel
86. Small community
87. access to river access to other areas affordability downtown
88. Newmarket has a great budding down town area.
89. Downtown redevelopment
90. Small town with vibrant downtown
91. small town charm bustling down town
92. residential nature vs commercial
93. Having Lamprey Health Care in town is a major plus, especially for young families and senior citizens. The community itself is strength.
94. open space
95. Restaurants, 'things to do'
96. Community action when someone/family needs it
97. Small town atmosphere
98. Rural nature, green spaces, nice downtown
99. Location.
100. Community Spirit
101. It's people
102. Location on rivers -- beautiful scenery. Small town atmosphere.

## Question 12 (continued)

In your opinion, what are one or more of Newmarket's strengths?

103. Nature beauty, sense of history, community
104. Natural land, lamprey, downtown, people
105. Recreation department!
106. Small businesses and recreational land space.
107. Retail and food downtown
108. Downtown. Waterfront
109. Good neighbors. quiet area. beautiful land that is not worked on. Nice small businesses.
110. Walkable downtown.
111. Location to Portsmouth, cool downtown
112. Good schools & still considered a small town
113. Several restaurant options, cute downtown area. Beautiful river flowing through town. Could use more parking if you want it to grow.
114. It's inhabitants, the downtown area, mills re-development, community activities.
115. The town is actively engaging residents for guidance on how to grow and is actively taking action to help our community become stronger.
116. I believe our teachers in the school system are one of our strengths despite the facilities they work in and the fact they could go to a neighboring district and probably have better options. Good diversity of demographics.
117. Aesthetics.
118. Quiet surrounding
119. Newmarket has done a great job preserving its mill town heritage while managing growth well and developing the Mills. Location - near 95, close to Portsmouth, close to beaches, access to Great Bay
120. Quaint downtown.
121. small town feel
122. Elementary School
123. Location & affordability
124. location, scale, diverse housing and funky downtown
125. The small town feel and slower pace of life - and with that, I also love the occasional community oriented events in the downtown area.
126. Downtown is by far the biggest strength... pretty good food and a good environment. This is actually becoming a draw to the city
127. Newmarket takes care of its people. Newmarket has a single town school district. Newmarket has a vibrant downtown. Newmarket speaks many languages. Newmarket has a strong sense of history. Newmarket is socially diverse.
128. Vast diversity of small businesses in the downtown area. I've been impressed by the variety of services offered and the continued influx of businesses to the area.
129. The fact that a strong sense of community can exist among such a diverse population.
130. The town does a great job on winter snow removal and plowing. Town now seems open to new business development.
131. Small town community.
132. Downtown businesses
133. Small friendly community

## Question 12 (continued)

In your opinion, what are one or more of Newmarket's strengths?

134. I like that Newmarket has many places to experience nature. Right now Newmarket has a great balance I think. It's not overcrowded with people, hasn't been overrun by UNH students, or stamped by Chinburg/Cheney development parcels. Please don't grant these housing development places caret blanch to put up MORE apartments and cookie cutter condo/housing developments. It simply spreads the gentrification that's happening in the seacoast even further across the Great Bay. More places to live don't translate to lower housing prices, it means \$3000 condos that NO ONE can afford. Please continue to make land conservation a priority in Newmarket. Newmarket being a destination to explore nature will be a major draw for tourism. Offer quality restaurants and shops for visitors to come to after a long day of hiking/kayaking/fishing/etc. We might not be a town in the White Mountains, but I think Newmarket could offer that type of experience.
135. Keeping our business local.
136. Small school, nice people, quaint downtown.
137. Newmarket seems to be growing and moving in the right direction. More and more families are noticing the downtown development and more and more couples are choosing to dine in-town rather than going to Portsmouth. Newmarket's incredible teaching staff is also part of its strengths.
138. People Sense of community size- "where everybody knows your name"
139. Downtown
140. The Lamprey River, the Mill building, a variety of small business that are locally owned. Public lands with walking paths.
141. small town feel, proximity to UNH and Portsmouth
142. Police/Fire/DPW/Schools and the all of its people and finally its location.
143. Its small town feel despite being in the middle of a bustling seacoast. Having its own school district is a major part of that feel.
144. Newmarket has a great sense of community among the small businesses in town. There are great opportunities to learn new things and meet new people that strengthens our ties to the town and residents.
145. Community, small businesses, lack of chain restaurants
146. Close knit community. New England town quaintness. Community involvement.
147. Walkable downtown, natural beauty, sense of community pride. It has both retail & restaurants, as well as a beautiful river for canoeing, trails for hiking. A wonderful place to raise children.
148. Community and proximity to Portsmouth
149. Downtown area on the lamprey. Water front access for boating. Great location
150. It's unique and walkable.
151. Small town. Local schools.
152. A community spirit where people work together
153. Diverse population
154. sense of community walk-able & vibrant downtown
155. Nice downtown with restaurants and shops. Great atmosphere, life for college students.
156. Downtown development into destination
157. Community and natural beauty
158. The friendly community/small business owners.
159. Continuing improvement of downtown
160. Revitalization of the downtown area and bringing in new business, restaurants and services.
161. See answer to Q. 11

## Question 12 (continued)

In your opinion, what are one or more of Newmarket's strengths?

162. It's quaint downtown and natural resources
163. Small town, small issues. Clean. No industrial pollution. Good public works dept that actually works to maintain physical infrastructure.
164. A very strong sense of community An engaged citizenry A diverse population - both regarding age and income A strong attractive central core with restored mills building that lend character and economic vitality to the downtown
165. Great community, people who truly care about this town and it's future. Nice, quaint downtown area.
166. It's downtown area.
167. Downtown area.
168. Mixed population, New England Town feel, Water Access - Rivers, Bays, etc
169. Town administration..many folks who care and volunteer their time!
170. The waterfront potential. The restoration that has been done to revitalize the downtown area.
171. Same answer as number 11, plus the waterfront and the woods. ....
172. The small town charm.
173. The downtown has great food. There are great outdoor recreation options such as kayaking and trails.
174. I am hoping the development of the downtown will revive what used to be Newmarket's strength - vibrant downtown community.
175. Improvement in the downtown area, especially the mills.
176. Diversity
177. Proximity to ocean, Portsmouth. Woods. Water--l.e. Great Bay
178. The schools All of its citizens Location Downtown revitalization
179. Potential for retail in the downtown area
180. Location - seacoast area, on 108, near UNH \* Size - large enough to have diversity but still a NH "small town" Ethnic diversity \* Excellent Fire/EMT/Police
181. Being a small town
182. perfect location-
183. Community and recreation for children.
184. Community, first and foremost. Good balance of conserved land, farmland, and development. Unique character. Growth is focused on creating cultural opportunities as well as new business and housing.
185. Small town atmosphere, waterfront locations.
186. Great location and beautiful area
187. Community
188. Downtown. Small community.
189. It's not too big (yet).
190. Safe community
191. Location with respect to the Great Bay and Seacoast; Small town atmosphere
192. Small town with many people invested in their community. Very good school, Lamprey Health, Recreation Centers, awesome library, walkable downtown, Great Bay. The list goes on for me!
193. The possibilities for Newmarket's downtown to continue to evolve and become a real economic engine for our town. We should focus all of our development energies, especially improvements to the walkability of the town on downtown and the adjoining neighborhoods. There is a lot of potential sleeping still. Expanding downtown up the hill for example. Considering a new traffic pattern that utilizes Elm and Spring streets as an alternative access route to the backside of downtown.

## Question 12 (continued)

In your opinion, what are one or more of Newmarket's strengths?

194. Newmarket's greatest strengths are the passion and involvement of its people and the strong sense of community.
195. Its location one step away from UNH, the nature access and variety, small town living.
196. It's small. It has great teachers. The dam and water way.
197. The town employees who work hard.
198. small town charm
199. Its proximity to Portsmouth and seacoast area.
200. Passionate residents. Nice downtown. Friendly community.
201. Small town atmosphere
202. Small town quality, close proximity to stores, shops, restaurants, etc.
203. Nearness to seacoast and highways
204. Nearness to Mass and Maine
205. Location – closeness to seacoast, UNH, Rt. 95

## Question 13

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

1. Tax base and dealing with the overabundance of apartments
2. If we do not get creative( like bringing businesses into town/) we are going to cripple our tax base
3. Growth without ruining small town feel, growth but not at expense of Bay.
4. School facilities Dam Issues Fixing the FREAKING roads Change in general seems difficult
1. Education system. 2. Ratio of apartments to single family homes. 3. commercial development 4. expand the tax base to take burden off of home owners.
5. Solving school building issue.
6. Lack of a safe high school facility. Residents that won't support the addition of a new school. We can't attract new families to town with a crumbling school or a tuition agreement with another town.
7. There's nothing useful here. You have to drive 10 to 15 minutes at a minimum in order to find a store or other service other than gas or food. You've got a big base of welfare and very low income people and an almost as big base of well-off people. But there isn't a middle-class area. So we either have to buy one of your very overpriced homes or live next to the welfare families.
8. Not to be overwhelmed by construction, like Durham is.
9. tax base- the town needs to fix things, such as facilities, roads and biz growth but does not always have the open minds to move forward
10. We really need a new school!!!!
11. Living costs are expensive and I'm bound by a lease. Otherwise I would move from to a more affordable area. This is probably the case with many fixed income citizens
12. Parking down town - difficult to enjoy the businesses there and support them. tension about the school voting did not have a good effect on the town.
13. WE NEED NEW SCHOOLS!
14. The school!! We want our kids to go to a small school that's why we stayed here. We want it to stay this way. Just get that building fixed!!! Also parking downtown prohibits more business to be successful
15. High School, Traffic on Rt. 108
16. Newmarket Schools. I would like to see the schools renovated/rebuilt and continue to support our own elementary, middle and high schools.
17. Schools
18. 108, increased traffic
19. Newmarket must seriously think about the proposed new school project. There is no real need for us to pay for a new school for so few students. Clearly they would be welcome either in Durham or Exeter, and it would relieve the non-parental citizens of what is a huge part of our town taxes. The town needs to take the lead to demonstrate the reduction in the school taxes which are out of sight for such a small community. Both Exeter and Durham could and would like to absorb the Newmaket kids and the kids would enjoy being in a bigger school with bigger opportunities in both scholastics and athletics.
20. Drinking water quality and availability have been brought up as concerns numerous times. These need to have solid resolutions before population growth in order to provide quality water to residents.
21. School, Dam, water.
22. Schools, schools schools (they needn't be fancy).
23. We're a small community and we need to be strategic about what projects we do and when.
24. Deteriorating school facilities. Also the condo building on the former Joyce's Restaurant site blocks public view of the waterfront. How did that happen? We need to ensure that our zoning prevent future occurrences.

## Question 13 (continued)

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

25. Schools. If we don't improve the existing school or build a new school then approving new residential development is something I can't support.
26. Affordable housing for NON students and people in their late 20's-30's. Some concern over the town getting too big or turning into another Portsmouth.
27. The high school is falling apart!!
28. Parking is a serious issue for businesses along Main Street. I often pass up eating out in Newmarket due to lack of parking. Winter is especially bad. The Main Street project was poorly designed for Parking. Parking should be added where the Willey apartments are.
29. School facilities making progress Town is envy of others but we are a place to take things to next level and we need to figure out what that means
30. Affordable housing
31. Extremely high taxes and lack of quality schools
32. Need a new or renovated middle/high school.
33. Smart growth , keeping the character of the town in mind
34. Quality educational facilities.
35. Our schools for sure.....they have us considering a move. I'd love to see us be creative in our solution. Some kind of magnet/charter school possibly.
36. Clearly the school facility issue
37. schools -
38. Managing development, school facilities
39. A school system to keep and attract a population
40. School system. It is Newmarket's challenge.
41. Schools and the lack of ability of the town's people to plan long term....
42. Water quality in Lamprey and Great Bay. Staying affordable while keeping good quality school system.
43. Not being able to stop the new apartments & cluster development
44. Newmarket is oddly located and difficult to go seemingly anywhere. This town seems unwilling to pay for the most necessary of all town duties, education. Years of uncertainty regarding the high school has hurt property values and the reputation of the town. I have moved here before having children, and am unsure if I will stay to raise my children here.
45. Schools and existing storm water drainage issues.
46. Maintaining a high quality school district that is able to attract families. Ensuring that we continue to be a diverse town by creatively investing in ourselves (energy, schools, culture, recreation).
47. Large low quality apartment buildings. Allowing franchises to move into the downtown area rather than keeping them on 108 south. Taxes are increasing without seeing benefits to infrastructure.
48. The school system / facility, tax rate, depressed housing market.
49. The residents are not understanding the negative tax impacts that building a new school would have. There are so many other opportunities that are available instead of building a school (such as partnering with other schools), and I think people do not realize how much taxes would increase. It is not guaranteed that property value would increase in the short term, and newer families/single folks may not be able to afford living in Newmarket with the increased tax rate. While very passionate, the residents who are for the new school construction do not seem like they have analyzed the full economic impact to their personal lives and budgets.
50. THE SCHOOLS!

## Question 13 (continued)

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

51. Preventing further development in the N. Main St area (near the library). In my opinion, and according to the master plan from a couple of years ago, all commercial development should be kept to S. 108 area (near McDonalds). I understand that tax revenues and economic development are important, however, staying true to Newmarket's ideals should be equally, if not more, important. Additionally, further development in that area is going to contribute to parking and traffic congestion, which is already a problem.
- 1.) Funding the school system 2.) Attracting businesses to locate there 3.) Getting reliable cell phone services
52. I think Newmarket has too many apartment, and rentals. I think they need to think of the bigger picture of what they want as a town. If I were to do more research before settling down in Newmarket, I would have probably never purchased my home, seeing all the run down homes that were turned into apartments. The town needs more homes, and less apartments. That would help with the taxes, and getting the money to fix the issue we are having. Right now with the population being greatly renters there are less people really caring about the town.
  - Continually deadlock on school facilities resolution (Our family will be putting our house on the market largely due to the inability to resolve this issue) \* Attracting and retaining high quality teaching staff (\$ and working conditions) \* Making long term decisions/investments instead of reactionary or delayed investments in shared resources. (although it has gotten better) \* Higher voter turnout
53. -The Junior Senior High School facilities -Encouraging business and industry to improve our tax base -clean drinking water - field space for youth and adult rec sports SIDEWALKS ALONG GRANT ROAD AND 152 SO SOMEONE DOES NOT GET HIT!!!!
54. School facility issue - Getting many of the older folks to understand that the times have changed!!
55. Traffic through the town.
56. Being able to offer an excellent education to all grade levels.
57. Making a decision about the school.
58. Inability to pay for a new school without causing a significant increase in taxes which would force people to relocate.
59. The school system and Hugh taxes
60. There is no designated town common, park. or other places downtown to enjoy without commercialism. It was a huge and foolish mistake to allow condos by the small park along the waterfront. That land should have been preserved and made into a town park. That opportunity is gone forever and how much revenue did we get? Poor planning over the long term in my opinion.
61. Parking for the downtown. Safe access for people to walk or ride to downtown. The number of rental properties. The School Facilities Building. Attracting/keeping young families to purchase homes in town.
62. Route 108 has too much traffic in the morning and after work. It's really getting ridiculous. By the time all those houses are built at the golf course, add another 100 cars going to work every day. . . .you are going to need a light at the end of Ashswamp which may help the Ashswamp drivers get out but then 108 will become even more backed up. It's a problem area. Same as the stop sign on 152 turning left onto 108 heading into town. That's a dangerous intersection for anyone.
63. Solving school situation in a fiscally responsible way.
64. Downtown parking can get congested. I've witnessed a few shouting matches and accidents.
65. Improving downtown livability. KEEPING WATERFRONT INTACT.
66. Not having a Taxi service
67. Parking and building upon community pride
68. Taxes, housing costs, water

## Question 13 (continued)

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

69. School and keeping Taxes low
70. Infrastructure, road and sidewalk maintenance
71. The school system, parking, traffic is increasing.
72. Traffic congestion and parking along downtown. Also, the inclusion of chains in the area is potentially going to ruin the atmosphere of the town.
73. School facilities
74. Water supplies, affordable schools, road maintenance.
75. School problems, (Cannot afford to be a stand alone SAU) Poor road conditions, with poor or no sidewalks in congested locations. Not enough business to sustain amount of growing expenses. Inadequate parking most everywhere.
76. Maintaining its balance of a small town feel, with thoughtful development, and conserving the delicate natural environment around it. I think it would benefit Newmarket to focus on a small amount of commercial development downtown (an expanded/new parking area that will accommodate visitors to new restaurants and offer residences a place to park) and a new school. I don't have children, but I've heard this is very important to other residences. Having high quality educational centers should be a priority.
77. Being able to sustain a new school without spiking tax rates to unaffordable levels. Not having the road network to attract major high value commercial development
78. New Jr/Sr High School!
79. Property values, keeping budget under control
80. We absolutely must get a decent, up-to-date and safe high school! We need to fix the dam vs eliminating it! And conserve our natural resources more.
81. The school situation. Traffic going thru downtown with more businesses opening and parking. Taxes...lower would be soo much better for our residents.
82. Coming up with a reasonable, sensible and timely solution to the school issues at hand, primarily fire/life safety and appropriate space for community growth. Newmarket is a special little town that will see tremendous growth in our student population, and without an adequate school to support that growth, the town loses its backbone. Schools are one of the most important considerations most people take when deciding upon where to live. Hopefully we can come up with a solution for an affordable new school that will satisfy everyone, whether they have children in the system or not.
83. Traffic through downtown and 108 during rush hours
84. Too many apartments
85. Economic Development
86. School facilities!!!!
87. Schools.
88. Public transportation. Sufficient local services.
89. School - cooperative school agreement with other towns should be a priority, we can't afford to build a quality facility for so few students. Population Growth regarding Water & sewer treatment facilities- wells and water quality needs have to be taken into consideration when new development is applied for. Doesn't seem to be on the agenda. Taxes - We need to broaden the tax base. We approve too many "nice to have" issues and don't fund the ones to support infrastructure. There should not be a "rainy day fund" that gets used for extras. Budget should be balanced.
- 90.

## Question 13 (continued)

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

91. Businesses can't survive without available parking. Taxes and water costs are way too high for services provided. The school issue is too divisive and has gone unsolved for way too long. It is impractical to want to build a new high school for such a small number of students.
92. #1 - a new high school for our kids. Can't reiterate this enough. Especially when developers continue to build, and you're just adding to the school's population in an already overcrowded and subpar building. 2. Town water supply
93. The junior/senior high school. We need a new building now!
94. Dam and school funding
95. School, taxes, parking
96. schools, protecting the river, avoid overbuilding
97. Schools, parking for businesses
98. School and taxes. Taxes are ridiculous
99. Offering safe, adequate space for our kids to learn, the divide in beliefs and opinions about the future of Newmarket among its residents
100. The high school is, of course, a huge challenge. Tax dollars have to be planned. I continue to be disappointed our representatives couldn't/wouldn't make a deal with Oyster River. It would have been the best of both worlds providing great education and manageable cost. Even if it were our only financial challenge a 45 million dollar building would have strangled us for years. But we have other problems. The dam needs to be addressed (I believe removing the dam would be a disaster) and there are water and well issues. How much development can 108 take without causing tremendous congestion problems? It gets a little dicey at certain points in the day already.
101. Traffic and road condition parking in town. Need grocery store like Durham market.
102. Too much litter, struggling school, no nearby grocery store.
103. The schools buildings are the least attractive to possible new families. Keeping the taxes low enough not to drive people out. I feel the tax rate is high for the few services I need. My community pays for its streetlights. Have our own wells. The fact the town does not pick up litter on our streets anymore and have to rely on volunteers is frustrating.
104. Stop producing apartments and low income housing. This creates a burden on the tax payers and social services, not to mention the school system. Also, we are seeing a huge increase in a transient mentality that is horrible for the culture of this town!
105. Schools and high taxes
106. Public transport and housing.
107. We need to stop residential building. With that comes the need for more services, which in turn raises taxes.
108. Schools. We DO NOT need new ones! The Tax rate is too high! New road is in Tough Shape. It needs Repaving.

## Question 13 (continued)

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

110. Lack of parking. Many spaces were lost when the downtown was revitalized, parking in the Town lot was sold to the mill apartments, there are only 20 spaces left for the public, which are often full at peak hours, and now a pedestrian safety redesign of the downtown will take away even more parking spaces. How soon will another proposal and then another come along and chip away at more parking spaces? I am for pedestrian safety, but do we REALLY have such an unusual problem that warrants this study and redesign? I have given up patronizing the downtown businesses, because I cannot find parking. I do not mind walking a long distance to a business, I am a runner, but in this case there is so often just no parking and I end up driving back and forth or circling waiting for a space, that it is easier to just go somewhere else. I feel bad, for example, we used to go to Jeremy's Pizza, but now we always go to Panzanella's, because we know we can park. I don't go to Marelli's, but I go to the Irving station for the same reason. Taking more parking is going to hurt our downtown, where we just spent so much time and money on the revitalization. We are shooting ourselves in the foot. Long range planning for parking needs to happen that is adhered to or people are not going to support the businesses. They can't if they cannot get to them.
111. An aging community unwilling to invest in school improvement. A high tax rate
112. Parking is the biggest problem. I have trouble even having friends over, let alone organizing a party or a show.
113. Growing in a sensible way to meet the needs of residents: like getting a grocery store, managing congestion into and out of town, and those blind intersections (especially downtown).
114. money (always) quality of living
115. Parking. Not that I want to see a parking lot or something go up to address this but it's growth of residential units to spots available are not reflecting on another. I am also concerned about power and new markets future for solar. There are so many businesses including Cheney and Chinburg who own a lot of property and I would love to see the town of Newmarket help and encourage solar.
116. The biggest challenge is the unresolved school situation. It must be addressed and addressed comprehensively and for the long term. A good and independent school is an important feather in Newmarket's cap and a critical element in Newmarket's self image.
  - 1) Maintaining its rural character and not letting development incrementally erode its natural resource/open-space base.
117. School. Tax structure.
118. Downtown parking is a real Concern.
119. Funding education for such a small student population on such a small tax base and the community's seeming unwillingness to pool resources with neighboring communities. The other funding issues such as the dam and water supply will add to the financial pressures.
120. The greatest struggles I still see are parking downtown, the future of our school and our youth, and better public transportation.
121. taxes are too high, with the new water treatment plant, forcing people to sell and go elsewhere
122. Taxes.
123. The school has to be adequately addressed. I have a two months old son. I do not want to live in any other seacoast community, but also want better for him than the current JR/SR high school. Also, I think it's an absolute catastrophe that all of Bennett Hill apartments were built without sidewalks. One should be constructed up and over the hill and down to the Lita Lane apartments to connect those neighborhoods with a safe walking route to town.

## Question 13 (continued)

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

124. Maintaining affordable tax base for all citizens. In the last several years people have moved out because of the rising cost of taxes. If a new school is to be built people have to remember that not all retired property owners are wealthy.
125. infrastructure repair and expansion
126. School facilities. Protecting environmental resources.
127. I am very concerned that our population is growing way beyond our resources and creating a poorer quality of life. This includes an added burden to water quality and availability. The demand to build a school well beyond our needs. We do need a new school but we do not have to do what Oyster River has done by creating a school that they only want at 60 percent capacity. That's not being responsible to the tax payers.
128. quality if school system
129. Keeping the Lamprey River as it is
130. Socioeconomic Divide: There is such a huge socioeconomic divide in this community that I do not believe the town will ever have a cohesive population. There are too many college renters that do not care about important long term measures coupled with an older population on fixed incomes. Lower to middle class working families need a school for their children, but between the renters and older population, a new school is simply an impractical idea that only divides the community further. Most communities (ex. Exeter, Portsmouth, Rye, etc.) do not have such a stark contrast in the base population. 2. Newmarket School Board: I do not trust anyone on the school board and very few that work for the Town. The school board's behavior over the years and recent recommended proposal for a new school have confirmed that they are self-serving and incompetent in their role. I have kindergartener, and I would LOVE a sound school solution for this town. A single new school for the Town is NOT IT. We should have a regional school like many many others in NH.
131. Solutions for the junior/ senior high (HIGH priority) 2. Sidewalks to schools and downtown area
132. lack of appropriate school facilities
133. Building a school will significantly increase taxes. Taxes are very high for the services received.
134. Small number of very vocal residents who want to force their opinions on other residents because they know better than the rest of us, e.g. the "new school or else" folks.
135. facilities for schools Tax base Low income apartments- there are too many
136. The town needs to put a new school as a priority. We moved here in 1997 as newlyweds, and building/needng a school was being analyzed even way back then. We thought, well it will be taken care of by the time we have children, well that was 18 years ago, our daughter is 14, and trying to grow/learn in our decaying, small, worn out, and dangerous old school building. It is horrifying that the town has not planned/saved for this investment in its future. The other terrible thing about this town is the obnoxiously high real estate taxes; there are far too many condo/apartment units in town, so we homeowners have to make up for it. No one should have to pay over \$6,000/year in real estate tax! It should be somehow divided more equally with the apartment/condo dwellers or the owner of the buildings.
137. There are no good grocery shopping options in town.
138. Our children's futures to have a good education in their own town.
139. I don't want Newmarket to become a large bedroom community of more suburban neighborhoods with strip malls and grocery stores. I want it to thrive, but in a smart way. It needs to maintain its character, otherwise people will just leave.
140. Lack of Industrial development. Restricted highway access. Solving the school problem in an affordable manner. Stabilizing the tax rate.

## Question 13 (continued)

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

141. The biggest concern should be education of our youth. We need to either build a new school. We can't delay this for much longer. The water supply should be protected & upgraded. We need more parking areas in the down town area, year round.
142. infrastructure... conflict between "going it on our own" vs cost of not working with other small communities
143. Finding a way to keep the dam because it's a huge part of the character of the town and really Newmarket's biggest asset. 2. Developing a quality educational system not just a new building.
144. High school building, Lamprey Health Care has good doctors and nurses, but lousy customer service--poor communication, which means they are understaffed.
145. Parking for downtown now and or the congestion of all the new businesses.
146. limit residential development
147. The school is falling apart and something has to be done or property values will dip lower and the problem will begin to perpetuate itself.
148. The school is a major issue. A good school is not just for those who have kids, it is good for the housing market. So every family will benefit from it.
149. Affordable housing and reliable transportation.
150. Creating ways to attract new residents
151. Growing sustainably
152. WE NEED A NEW MIDDLE/HIGH SCHOOL!!!! We need to tax Cheney and other apartment owners more, the amount of people living in those apartments is not equal to the amount of tax money received to help the town thrive and grow
153. Infrastructure. Is this a trick question? The dam, the high school, the water treatment plant. Fix these before anything else - obviously I would have thought.
154. Overcrowding - TOO much building has been allowed. We enough apts. - we should not be one of the primary rentals towns for UNH - takes away from family atmosphere. 2. Keeping taxes down, as a widow, I am concerned about staying here. Living in a condo, I pay property tax, as well as condo fees. My deceased husband was a Veteran, so I do receive that tax benefit. 3. I am concerned over the lack of upkeep in the HS. I do feel as though if the bldg. was kept up, then we would not be in this boat. Personally, w/our kids long grown, I do not want high taxes. My mother graduated from NHS in 1950 & my aunt in 1938 (Valedictorian) & my Uncle in 1939 - the school was good enough for them. I believe with additions & improvements the HS would be fine. The other choice is to make it into a MS & build a new HS on the Carpenter property. It has to be COST effective; most people have a mtg., I do not, but I pay \$7100 per yr. in prop. tax/condo fees. All of this a genuine concern to me!!!
155. The school system and too many apartments for individuals to live in who don't have a tax burden the same way owners do.
156. We have to solve the school facility issue. Nothing else will get done until that's resolved.
157. Keeping the real estate taxes low to allow seniors to remain in their homes. Managing growth at an acceptable level and the right kind of growth. Maintaining the town roads. Figuring out how to run the public schools without building a Taj Mahal building.
158. Issues of limited space downtown, especially space for businesses and parking

## Question 13 (continued)

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

159. Schools. Sooner or later the selfish people in this town, who no doubt took advantage of public education for themselves and their children, are going to have to understand that maintaining and sustaining public education is a community responsibility, regardless of the cost. The cost of not doing so will be devastating over time. The longer we wait to resolve these issues, the more expensive they become to resolve. New Hampshire in general needs to deal with these issues. This "I've got mine and you can go live somewhere else" attitude has got to stop.
160. The school system. Because the town has a high rental population, not enough focus is put on the school infrastructure. This means many families starting in Newmarket do not stay once their children reach school-age.
161. Schooling, parking
162. Traffic congestion on 108 -- not just the recent construction but heavy traffic at commuting times. Crosswalks are not well-placed. Cars do not stop. Inadequate parking. School construction issue -- seems that the forecast for student population do not support the cost of new or renovated school.
163. schools
164. Extremely disproportionate number of low-quality rental units poorly maintained makes Newmarket look socio-economically challenged and deters healthy influx of baby-boomer population which would bring revenue. Poor reputation for school options deters healthy influx of stable family population which would improve demographics in community. Way too much rental is not healthy economically for the town's image and for attracting stable populations who enrich a community with new ideas and dedicated volunteerism.
165. schools remaining affordable as it changes
166. making a decision and sticking with it
167. School
168. To unite the town in order to find a good solution for the schools
169. Newmarket needs to fix its schools. The elementary school and especially the high school need significant improvements, or a new school is needed, or students should have the option to attend neighborhood schools that are safer and better suited to educate.
170. Parking
171. school facilities, having a secure water source, increasing sewer bill due to treatment plant upgrades
172. Preserving character of the community and the funkiness that is Newmarket. - Making sure that access to and visibility of waterways downtown remains in public hands and doesn't become hidden by buildings. - Same with the mill buildings, the more they become residential and office space the less they become part of our community. - Stop allowing established businesses to be undermined! Planning needs to be smart - it doesn't make sense to have 3 coffee shops, 3 pizza shops, and 3 ice cream stores all downtown competing with one another. No one wins and businesses fail. - Parking is a problem in need of a solution for downtown businesses. - What's happening with the Millspace and when will there be regular events there? - The school issue will need to be resolved, and then what will happen with the Carpenter's property? - Would LOVE to see the train station(s) re-open in Newmarket, huge opportunity. - I think a big challenge will be balancing the desire to make Newmarket a destination and preserving it as a hidden gem.
173. We need to get a new high school. Elderly vs. young family's
174. Jr/senior high school! Water quality will become a big issue in the next decade
175. School facilities. I know that this issue gets plenty of attention every election cycle but at this point it is really kind of a sad joke. We need a solution.

## Question 13 (continued)

In your opinion, what are one or more of Newmarket's challenges (now and in the future)?

176. High residential taxes and not enough business to offset the tax burden. Lots of transplants moving in to town and proposing expensive projects.
177. Improving the quality of education and providing students with access to state of the art technology
178. Newmarket needs to build a new high school, create a central parking garage or similar area downtown, and create a true river walk to connect the mill shops to the park downtown.
179. School system quality. Traffic flow vs. 108 development.
180. The school situation needs some kind of solution, but there is no easy one available...I graduated from NHS and do not think the current school is a good learning environment, and there are not enough resources (class options, technologies, etc.) available to prepare students for college/realistic careers. I think these students deserve more.
181. New Jr/sr high building that is affordable for all residents
182. Finding a progressive solution to the school problem.
183. Down town parking-when it switched to parallel parking it reduced the amount of available spaces. Hard to find a place to park in evening.
184. The tax rate is way too high and the new school issue.
185. Water supply
186. Securing our schools future by allowing growth and investing in our school.
187. Parking downtown. So much of the parking has been consumed with development. We really need to look carefully at more opportunities for parking.
188. School and downtown parking.
189. School Facilities
190. Water & keeping all the liberals from spending the towns money foolishly
191. Drinking water/water pressure School system
192. Managing pedestrian and motor vehicle activity levels on 108 through downtown and south of railroad tracks, esp. regarding safety and visibility. Protecting drinking water resources, which are important but often taken for granted.
193. The fight over the building of a new, unneeded school instead of fixing the current one.
194. Traffic in downtown area. Turning left from side streets is an act of faith.
195. A weak Planning Board who says yes to everything. Rapacious development.
196. Improving the school situation.
197. Industrial/commercial development to offset taxes
198. Growth new high school and the tax burden it may represent.
199. Low tax base and suffering school facilities
200. Increasing tax rate
201. Keep tax base under control, keep town operating costs low
202. Getting state money to finance schools
203. Getting state money for school
204. Affordable and adequate schools, affordable taxes – already a challenge for elderly

## Question 18

Do you have any additional comments or questions about visioning and future land use planning in Newmarket?

1. I appreciate you soliciting feedback by multiple channels (in person as well as e-mail. Thanks.
2. No
3. I think this is a very forward thinking concept which I applaud. Thank you for your work
4. I am very surprised that we are building low income housing in the mill building that overlooks the water fall on 108 - I would have thought that if anything that would have made a great commercial space for artists and or craftsman.
5. We elect public officials to deal with these issues. I don't need to attend their meetings. That doesn't mean I'm not interested in my community; it only means that I'm not interested in arguing with other people about it. So don't draw any conclusions from my reluctance to participate. I do vote.
6. Not now. Thank you!!!!
7. Nothing to add other than I love living here
8. Whose visioning was it that decided Newmarket needed 8-10 multiple story apartment buildings on Bennett Way back in the early 1990's? What is the occupancy rate? I realize that having multiple family housing was probably the best solution for putting anything on a rocky hillside, but 10 of them?
9. A supermarket would be great, as we have to drive at least 20 minutes for the closest one.
10. Newmarket is close to UNH and serves a lot of students and graduate students. I believe the students who chose Newmarket do so because it is not Dover, and is more affordable than Durham. Newmarket offers a different atmosphere; a small town charm while still offering activities. I think the town needs to be careful to preserve this charm. The inclusion of chains, like Aroma Joe's, in an already congested area of traffic, will take away from some of the small businesses that make Newmarket a great place to live.
11. Thanks for doing this, keep us informed.
12. Thank you
13. Question 6 should have an all of the above option.
14. Kudos to Diane Hardy for all she does to keep our town beautiful!!
15. Peace: Newmarket's s/b slogan
16. No more tattoo parlors in our cute little town! We need retail and restaurants!
17. Would love to see tennis courts and better recreational facilities including bike paths.
18. Process is inclusive, I hope that the Town leaders will listen and not be co-opted by developers.
19. Too many to many to list.
20. Go slow and concentrate on maintaining what we have before building more things that have to be maintained. Lock in more conserved spaces as we are already fairly densely built up. Newmarket is surrounded by other towns; at some point Newmarket needs to accept that there is not a lot more building that can be done without destroying the pleasant place Newmarket is now. There is nothing wrong with remaining a small town.
21. We need sidewalks on Bennett way.
22. Yes.
23. Would like to keep the town small and a working town. Feel that those who are running it do not represent the town and would like it to grow and be more industrialized. Please listen to what the residents would like and not what the dreams of others are for the town.
24. No.
25. Stop the renting
26. Need fewer apartments and less senior housing - more single family housing and small businesses - also need more recreational facilities - there are twice as many bars as there are sports fields

## Question 18 (continued)

Do you have any additional comments or questions about visioning and future land use planning in Newmarket?

27. What is being done about the abysmal parking (handicap, bike and regular) situation at the Newmarket Library? And the special needs physical access in winter and summer? With each new business or re zoning, the library seems to lose more and more ground!
28. This option in Question 6 is ambiguous to me: "Management of shore land and waterfront development" Does it mean "management of shore land" and Management of water development"? Or does "management" just go with "of shore land"?
29. We really need a new school.
30. Would like to see the town reclaim properties north and south of downtown on 108 and tear them down to allow new mixed use and nicer residential properties to be built. There are a lot of eye sores north and south of town on 108.
31. No more cluster housing. Minimum of 1 acre lots for single family houses.
32. Build a new high school!
33. It might be wise to use the money for redoing sidewalks to actually putting in more sidewalks so that someone does not get killed along Rt 152 and Grant Rd. A number of children and seniors live out these roads and it is just a matter of time.
34. I would love to know more details of what was discussed at the first meeting. Can you post minutes of the meeting?
35. Newmarket does not need any more apartment bldgs.
36. This is important work!!
37. Build that school.
38. Maintain the Lamprey River as it is.
39. I would love to see Newmarket move forward. My husband and I put a lot of effort into helping make positive change for the future of our community when we first moved here. We quickly realized that change wasn't going to happen for our children. We hope for the best and always support those efforts.
40. I heard from residents who were able to attend the last Visioning Forum that some of our Town/Area Representatives were in attendance. Unfortunately they were insensitive to residents' opinions in the breakout sessions and at times were rude. For these events to be truly helpful and collaborative, Newmarket residents need to know their voices are being heard and this isn't just a show. Please take this seriously and treat each voice as an equal.
41. I am a bit dismayed that so many of the questions seem to present options as apparent alternatives when they really often would better be treated as complementary to one another. But I guess, such is survey design.
42. We could definitely use some parking downtown.
43. Thank you for keeping our focus on the future. By doing so, the decisions we make today will have meaning and purpose.
44. Congratulations on the effort being made
45. No more tattoo places and pizza places!! It is a slap in the face for Newmarket to allow a coffee chain in and take away from local small coffee shops who have supported us. Stop building homes until the school issue has been resolved and instead spend money on fixing draining (water runoff) issues.
46. No, I do not feel very qualified to say, but would be very interested to hear others opinions. . . .and might be able to say if I thought they were sensible and viable. . . . .
47. Stop spending money on veneer and spend it on infrastructure.
48. We have a lot of conservation areas which is a good thing. We should take the land on the river across from downtown and turn it into a recreational area for people to gather at.
49. No

## Question 18 (continued)

Do you have any additional comments or questions about visioning and future land use planning in Newmarket?

50. Please try to execute on reasonable decision sooner. I'd rather have a solution in progress that is not perfect than be stuck waiting for "the perfect solution". Paralysis by analysis is a drain on volunteer/elected official resources/budget and gets in the way of planning for the next set of problems.
51. I think Newmarket needs to keep future residential development to a minimum. We need open space and we don't need more kids in an already crowded school system.
52. Not at this time
53. The town seems to spend a lot of money on studies. Don't get trapped in analysis paralysis - pick the best available option and go for it.
54. Thank you for the opportunity to respond to this survey.
55. I hope we can preserve the natural beauty of our little mill town, while also thoughtfully and slowly expanding its economic/man-made resources. It's a balancing act.
56. We should have design standards for any development along 108. We should revisit the Historic District that was established and then was destroyed by a very political Town Council. We need a Historic District to protect Newmarket from becoming a downtown Durham.
57. No money should be spent on developing anything downtown until a new school is built; it is far greater a priority for the town and its children!
58. Lower your property taxes...or many of us will move...which is a shame because it's a sweet little town.
59. I question the use or non-use of a piece of land that was the Black Bear Tiff/Wilson property. Has anything come of it. It was designed for commercial development. If the RR crossing/bridge is stop-end, could that land be developed in a different direction.
60. We need to conserve more land to help slow the quickening pace of greedy developers in Newmarket.
61. I think Newmarket has done well for the past 10 plus years, developing the Mills was very well done. We need to develop more parking down town for business growth. We need to develop more business growth north of 108.
62. Waterfront is your greatest asset for both property taxes and for attracting events, tourists and boomers with financial stability. Having Newmarket be kayak-able is a HUGE attraction and should be highlighted. Stone Church musical programming is a very valuable social outlet which should be supported and advertised. Newmarket has such remarkable tourism/development potential, similar to Newburyport but needs more high end retail and way fewer poorly maintained rental units in close proximity to downtown. Makes the town feel scruffy.
63. We need to find a way to get more local business and bring in more revenue.
64. Growth needs to be limited & in keeping w/a small town atmosphere. We CANNOT over-extend ourselves!
65. PARKING for residents as well as visitors! Main street resident overnight parking. Winter parking. The "municipal lot" that you will get towed from.
66. None at this time
67. There is virtually no recreational programming targeting adults (not seniors but the 35-65 crowd).
68. Newmarket is a nicer town now than when I first lived here around 2002. The inability of the town to ok a new school it embarrassing!
69. Help preserve the history. Many old homes should be on the historic registry.

## Question 18 (continued)

Do you have any additional comments or questions about visioning and future land use planning in Newmarket?

70. Question #5: Would have also checked restaurants, retail, cultural & rec facilities, public transportation Question #6: Would have chosen more equally important answers given the opportunity Question #7: No more apartments! Question #9: Basically all are important to me When the business part of the mills were being revamped I, as well as others, had a different vision and expectations. Expected a lot more street access stores/restaurants...not having to walk into dark, quiet hallways. Expected more retail shops and restaurants, like across the street, than businesses. Needs to be more inviting, accessible. Community pool - which I understand was a missed opportunity years ago
71. I'd like to see a comprehensive plan rather than the single issue at a time planning I've seen so far.
72. Would love safe bike paths.
73. Living in a school zone without sidewalks or crosswalks is concerning.
74. Utilizing Black Bear TIF and other Town own lands to expand commercial development and facilities for graying population
75. I think people overplay the parking issue - if we have a great place to be, people will come and find a way.
76. Protect our greatest natural resource-Great Bay. Provide adequate water. Achieve a final approach to Macallen Dam -fix or replace. Insure a reasonable growth-don't obviate what has made Newmarket so currently attractive.
77. Zoning needs to be changed and restrictions lifted in certain areas of town, so property owners can sell their land. You tax us high but are not realistic to the land use.
78. We purchased our first home in Newmarket and were so thrilled for the quietness and serenity of our property. Then out of nowhere, a development is being built on top of us, taking away all the reasons we decided to live in Newmarket. Very disappointed.
79. I think the Town Council/School Board forms of government is fundamentally flawed and limits progress.
80. Need money from businesses to help financially with building a new school and such, taxes are currently and will soon be completely unaffordable for families. Let's take the tax burden off of us with some businesses
81. How can the town build pride in the town? School pride, pride in downtown, pride in our communities, it's not as strong as neighboring communities and would go a long way in making decisions.
82. No. I have an engineering background, but think that many others in the town are more expert and have good opinions.
83. Would like to see bike trails (not on roadways) and other recreational park settings. Dog park. I don't think we need to create new housing here. A small group of shops out of downtown would be nice to have.
84. In my opinion all efforts in development should be focused on the financial health and stability of the city. The city needs income to continue to thrive and I think we could use businesses to fund our growth
85. Less development would be best. More parking and conservation of land.
86. So far so good, downtown looks amazing.
87. Let's keep Newmarket small and special. I don't want it to turn into another little Portsmouth. Keep it local, creative and clean.
88. We need a grocery store in Newmarket
89. If you spend time to update the master plan it should be used as a tool. I have seen several things occur over the years that did not follow the current plan.
90. I am very concerned around the senior housing conversation and how that will effect/help current Newmarket Seniors who are on a fixed income. I have experience with parents in Senior Housing/Assisted Living/Continued Care Facility and it is extremely expensive. On average these facilities run for Assisted Living between \$8,000-\$10,000 per month (not year) and go up as the level of care increases. How would this help our seniors who have limited funds?

## Question 18 (continued)

Do you have any additional comments or questions about visioning and future land use planning in Newmarket?

91. Thank you for this survey and all of your efforts. It is much appreciated!
92. A real estate developer is planning on building a condo on less than an acre behind my home in the New Village area. This will cause congestion and safety issues. The zoning board granted him a variance, with no consideration of the residents input. I am opposed to the granting of variances to a person because of his political clout.
93. I would love to see (and even help build) a disc golf course in Newmarket. These courses are low impact land use that allow people to come from other towns to enjoy. This could also generate small revenue and promote Newmarket's beautiful scenery.
94. I have grown up in Newmarket and I have a background in architecture and natural resource protection and would be very happy to learn more about this planning committee. Thank you for this thoughtful survey.
95. Need more non-residential growth to help the tax base.
96. We need to think outside the box to design a bypass route in the downtown area so that one can get to Durham or Exeter without driving down Main Street. The current Post Office operation could be moved to the industrial park and a substation retail PO could lease space in the downtown area. The current Post Office location is a prime location for retail, restaurant or hotel/conference center.
97. Parking and traffic flow continue to be a problem which seems to have been ignored more than addressed over the past twenty plus years - planning for tomorrow includes ways to increase public transportation for all
98. Fix the schools
99. There is a large amount of wooded land in Newmarket. However, there is no area anywhere within the town limits that allows legal residents to use for target practicing with legally owned fire arms. I understand all too well that fire arms are dangerous if not used properly. I also understand that opening a full-fledged facility dedicated to residents who want to have a safe place to shoot would be costly. However, I'm sure there is a way to affordably provide such a place. And I guarantee it would be a good source of revenue for the town...
100. Not at this time.
101. Provide transparency! Where is the information posted? Seems like it's being swept under the rug so people can push more elderly housing projects.
102. More local business and a grocery store. Hell, more business in general. More commercial space!
103. We need to stop all housing development both single family detached homes and apartment developments until we have resolved the preexisting school issue. It is irresponsible to continue to exacerbate this problem by inviting more families to this town when we do not have a school that can accommodate the children we already have,
104. I like this concept and hope that the majority of citizens use it as a method to voice their opinions.
105. I am so glad you are undertaking this visioning process.
106. Soon I will be looking for a Home in Newmarket (instead of an apartment). We (My husband and I) do not want to live in a condo/complex, but feel that is the majority of what is offered. I would love to see more homes built right in Newmarket...in the \$150,000. - \$200,000. dollar range would be perfect! :)
107. Please remove the financial tax IV line from the arms of your residents who work, pay taxes, and obey the law. Otherwise we'll end up elsewhere as the town enjoys multiple apartments filled with new residents, an overburdened school system, an overburdened law police force, economic malaise, and a vastly reduced tax base. In other words, a miniature version of Detroit. It could easily become a pit if we all leave, but at least those who remain can feel all nice and progressive.
108. Not at this time.

	Visionary Statements	Strategies
Economic Vitality	<ul style="list-style-type: none"> <li>▪ Incubator space for small business</li> <li>▪ Provide access to infrastructure and support services to allow small businesses to thrive and grown, including incubator space <ul style="list-style-type: none"> <li>○ Infrastructure examples: broadband hi-speed internet (expand)</li> <li>○ Collaborative office space</li> <li>○ Network of advisors</li> </ul> </li> <li>▪ Newmarket will develop economic vitality through better access and visibility. Parking and signage must be revisiting. No parallel parking.</li> <li>▪ We need to attract a mix of people</li> <li>▪ Needs to be efficient – spending but not on buildings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Encourage businesses – incubator space, shared office, kitchen</li> <li>▪ Expand past downtown (Main Street)</li> <li>▪ Signage</li> <li>▪ Identify and use existing parking lots – compatibility</li> <li>▪ Not a Main Street Community, chamber – missing</li> <li>▪ Downtown kiosk – identify retail, recreation, Newmarket Business Association</li> </ul>
	Visionary Statements	Strategies
Sustainable Development and Land Use	<ul style="list-style-type: none"> <li>▪ Encourage businesses that generate a positive net tax return</li> <li>▪ Minimize business impact on municipal services (wastewater)</li> <li>▪ Appropriate siting of new businesses</li> <li>▪ Clearly defined zoning and land use policies</li> <li>▪ Define a clear set of policies and parameters that encourage and promote a mix of businesses to maximize the net tax return to the town and minimize the impact on municipal services while locating growth in ways that preserve environmental standards</li> <li>▪ Balanced, smart growth, creative ways to maintain open space</li> <li>▪ Awareness of what there is to offer</li> <li>▪ Development that retains character through design standards</li> <li>▪ Signage – review</li> <li>▪ Maintain brick/historical buildings</li> <li>▪ Maintain open space</li> </ul>	<ul style="list-style-type: none"> <li>▪ Review zoning</li> <li>▪ Develop design standards</li> <li>▪ Signage</li> <li>▪ Encourage higher value businesses</li> <li>▪ Encourage conservation easements</li> <li>▪ Have public interest in mind when developing (waterfront)</li> </ul>

	Visionary Statements	Strategies
Recreational, Cultural, and Historic Resources	<ul style="list-style-type: none"> <li>▪ Maximize diversity of recreational opportunities within easy access to residents, who are well informed about the type and availability of those resources</li> <li>▪ Be involved in coordination of regional O/C/H opportunities</li> <li>▪ Proactive education/sales/marketing/scheduling info</li> <li>▪ Better publicize- website, maps on what's available</li> <li>▪ Coordination or centralize farmers market or regionalize them</li> </ul>	<ul style="list-style-type: none"> <li>▪ Regional coordination</li> <li>▪ Publicizing, maps, etc.</li> <li>▪ Focus on waterfront</li> <li>▪ Accessible, diverse resources</li> </ul>
	Visionary Statements	Strategies
Community Services and Facilities	<ul style="list-style-type: none"> <li>▪ Newmarket will invest in community services, schools, and other facilities to attract a young professional demographic. Striving to make our community profile competitive with surrounding towns in order to meet the needs and expectations of the young professional lifestyle, including a unique and community centric school system.</li> <li>▪ Repurpose apartments downtown to elderly or mixed use</li> <li>▪ What is the right kind of development for downtown</li> <li>▪ School</li> <li>▪ It is vital to have a safe community that is inviting to multi generations</li> <li>▪ Maintain balance</li> </ul>	<ul style="list-style-type: none"> <li>▪ Wastewater – potential regional system</li> <li>▪ Marketing – make Newmarket unique, make people want to come here</li> <li>▪ Creative and progressive solutions to the school issue – invest in the system</li> <li>▪ Having housing for the workforce that supports the community (police, teachers, etc)</li> <li>▪ Contracts</li> <li>▪ Infrastructure – internet, fiber optic, to attract business and people</li> <li>▪ Internal marketing</li> <li>▪ Newsletter – add more info</li> <li>▪ Publicity - trails</li> </ul>

	Visionary Statements	Strategies
Housing and Demographics	<ul style="list-style-type: none"> <li>▪ Newmarket needs to develop more single family, quality homes to attract the financial base that will enable the growth and development of the community. We must limit the number of multi-unit rentals while allowing supplemental, owner occupied rentals to still exist.</li> <li>▪ Apartments [in Durham] will push grad students in Newmarket</li> <li>▪ Repurpose apartments downtown to elderly or mixed use</li> <li>▪ Faculty can't afford Durham – live in Newmarket</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop to maximize revenue – single family housing, do already have a large share of affordable housing</li> <li>▪ Balance mix of housing</li> <li>▪ Can have higher end rentals</li> <li>▪ Use marketing and PR to provide more info about the community (demographics, etc)</li> <li>▪ Market to young families, create demographics of the future community</li> <li>▪ Draw in UNH, balance</li> </ul>
	Visionary Statements	Strategies
Transportation	<ul style="list-style-type: none"> <li>▪ Train access</li> <li>▪ Bus access</li> <li>▪ Walkability</li> <li>▪ Bike access</li> <li>▪ Continue bus service</li> <li>▪ [There are] no sidewalks in NH – need them on Ashswamp and busy roads</li> <li>▪ Bike trails</li> <li>▪ If no sidewalks – should have bike trail</li> <li>▪ Parking downtown is awful – parking garage?</li> <li>▪ Identify availability of spaces – so workers park 'near' downtown – incentive</li> <li>▪ Winter: need path for those spaces</li> <li>▪ Encourage connectivity between neighborhoods and downtown through a network of foot paths and bike paths</li> </ul>	<ul style="list-style-type: none"> <li>▪ Walking, connectivity, trail system</li> <li>▪ Opening up through town owned property</li> <li>▪ Bikability</li> <li>▪ Parking – near vs downtown, long term</li> <li>▪ Signage identifying parking</li> <li>▪ Map of downtown</li> <li>▪ Complete streets (Ashswamp), bike lane</li> <li>▪ Incentives for businesses with parking for alternative fuel vehicles</li> <li>▪ Energy– look at zoning, building regulations to promote alternative fuel</li> </ul>

	Visionary Statements	Strategies
Natural Resources and Environment	<ul style="list-style-type: none"> <li>Continue to maintain and improve sewer and water to ensure Bay is clean</li> </ul>	<ul style="list-style-type: none"> <li>More open space and parks</li> <li>Maintain sewer and water to ensure Great Bay is clean</li> <li>Use natural resources to increase economic vitality</li> <li>Maps, signage</li> <li>Works with Newmarket Cons Com – Newsletter</li> <li>Partner with UNH, students, orgs – get info on UNH’s website, use local businesses</li> <li>Marketing and positioning the community – branding</li> <li>Energy statement – alternatives, regulations, coordinated approach, commercial incentives (PACE)</li> </ul>
	Visionary Statements	Strategies
Leadership, Volunteerism, and Engagement	<ul style="list-style-type: none"> <li>Lots of diversity in town. Create diversity in who is serving the community. Lots of openings in town. Towns people are engaged.</li> </ul>	<ul style="list-style-type: none"> <li>Engage full diversity of population – get everyone at the table</li> <li>Improve and expand electronic technology – newsletter, maps, social media tools</li> <li>Ad hoc committees – short term, issue specific, low obligation/time commitment</li> </ul>